

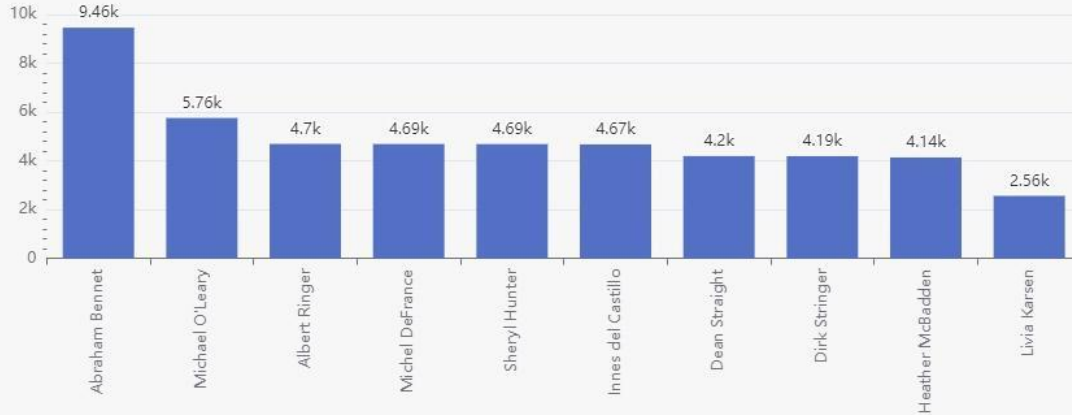
Presenter: Varabyova Natallia



## Data analysis. Sales in 1992

# Top 10 sellers analysis

Amount of operations of top 10 sellers



The largest amount of operations

**Abraham Bennet - 9.46 k**

**Michael O'Leary - 5.76 k**

**Albert Ringer - 4.7 k**

The difference between the highest and  
lowest amount of operations

**6.9 k (or 370%)**

# Top 10 sellers analysis

The highest income

**Dirk Stringer - 4.93 B**

**Michel DeFrance - 3.26 B**

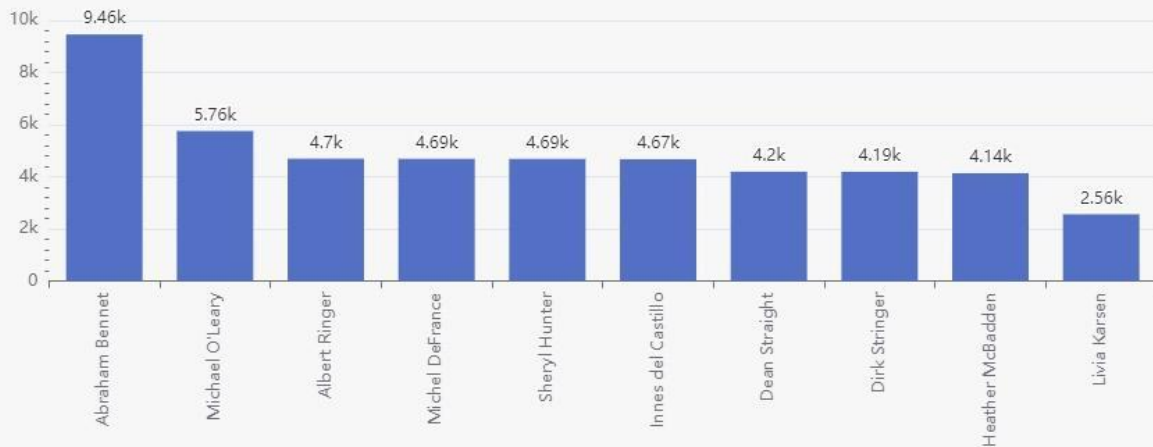
**Albert Ringer - 2.7 B**

The difference between the highest

and lowest income

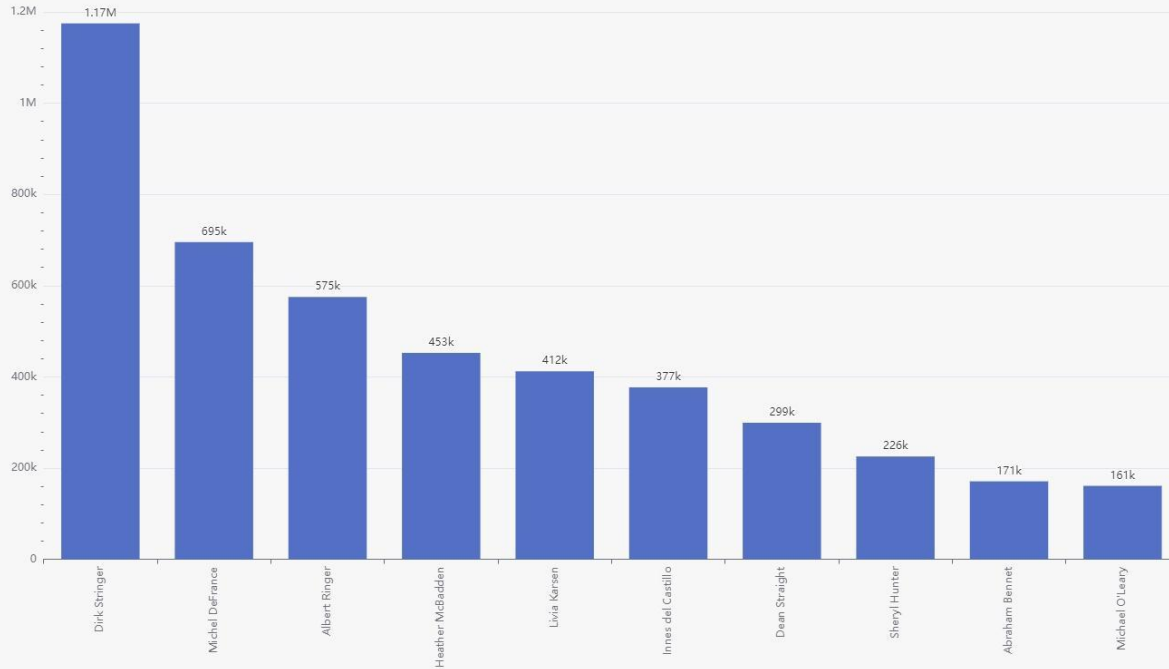
**almost 4 B (or 531%)**

Amount of operations of top 10 sellers



# Top 10 sellers analysis

Top 10 sellers average income



## Goods of high price category

### Dirk Stringer

- Income - the 1st place
- Operations - the 8th place
- Average income - the 1st place

## Goods of low price category

### Abraham Bennet

- Income - the 6th place
- Operations - the 1st place
- Average income - the 9th place

### Michael O'Leary

- Income - the 10th place
- Operations - the 2nd place
- Average income - the 10th place

# Lowest average income analysis

**15 sellers**

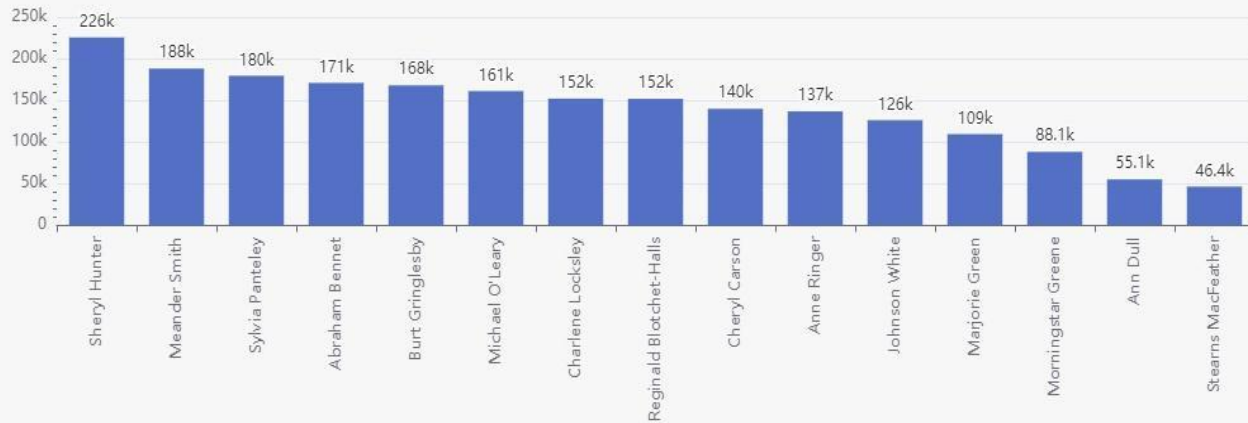
with the average income  
below the total average

**3 of them**

from the top 10 sellers

Sheryl Hunter, Abraham Bennet,  
Michael O'Leary

Lowest average income for an operation



**The lowest average income**  
Stearns MacFeather - 46.4 k

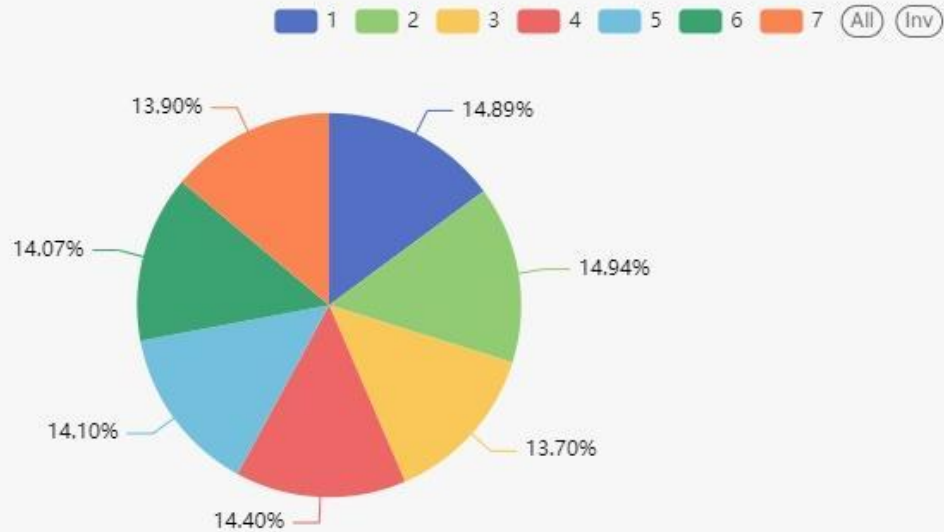
**< 25 times**

than the highest average income

\*(Dirk Stringer - 1.17 M)

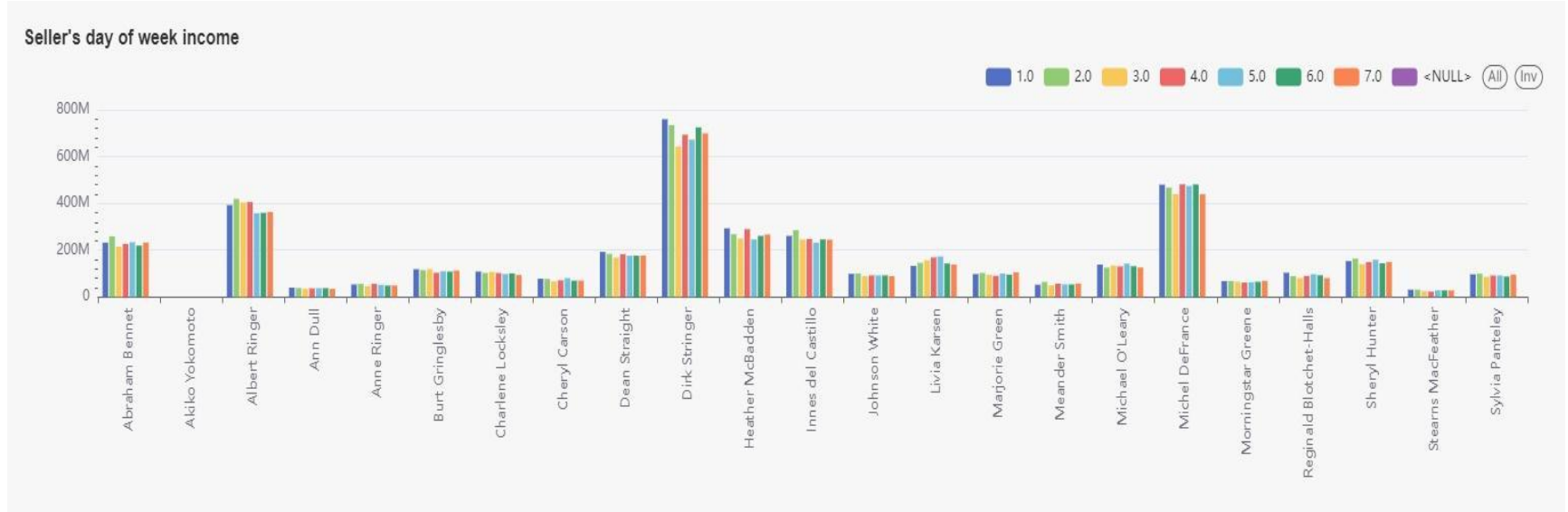
# Day of week income analysis

Day of week income (percentage)



The sales are evenly distributed  
across the days of the week  
**(13.7% - 14.94%)**

# Day of week income analysis



The sales of itch single seller are evenly distributed across the days of the week too

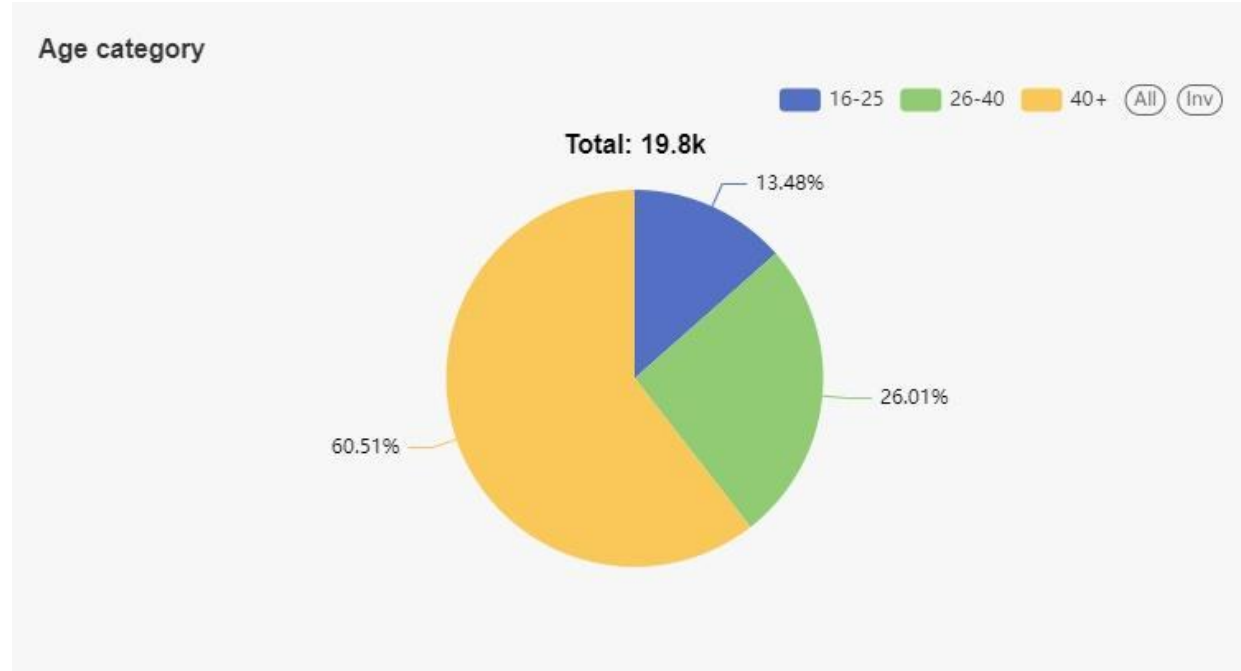
Akiko Yokomoto has zero sales every day of week

# Customer analysis

Number of clients -

**19.8 k**

**> 60 % - aged 40+**





Income from customers



in **3.2** times

from **2.62** to **8.36**

the income increased in 1992-10  
\*(compared to 1992-09)

**226 - 230**

the amount of customers from 1992-09 to 1992-12  
there were practically no changes there

## Customer analysis

Number of customers



# Customer analysis

The first customers on discount

		Metric	COUNT(customer)		
		sale_date	1992-09-21	1992-09-22	1992-09-24
customer	seller				
Cristina Xu	Abraham Bennet		1		
Jacob Martinez	Michael O'Leary		1		
Jared Gray	Dirk Stringer				1
Kaitlyn Allen	Dirk Stringer		1		
Karen Huang	Dirk Stringer		1		
Krista Gill	Marjorie Green				1
Kristen Li	Michael O'Leary		1		
Levi Gonzalez	Marjorie Green		1		
Mario Rai	Abraham Bennet		1		
Mya Coleman	Michael O'Leary				1
Olivia Bennett	Michael O'Leary		1		
Richard Martinez	Abraham Bennet		1		
Samuel Sharma	Michael O'Leary				1
Tyrone Ruiz	Marjorie Green		1		
Willie Gao	Michael O'Leary				1

**15 new customers** were attracted during the promotion period : **6** - by Michael O'Leary, **3** - by Abraham Bennet, **3** - by Dirk Stringer, **3** - by Marjorie Green

# Thanks for attention

[https://0d90895f.us1a.app.preset.io/superset/dashboard/9/?native\\_filters\\_key=73j3L050SEs3i0EPr-fNm9ubB0xogwtfFN5y9kr-tIBS0j8ewliudEh38G1ghptR](https://0d90895f.us1a.app.preset.io/superset/dashboard/9/?native_filters_key=73j3L050SEs3i0EPr-fNm9ubB0xogwtfFN5y9kr-tIBS0j8ewliudEh38G1ghptR)