

Electronic Sales Analysis

2021



\$1.04M

Revenue

3,797

Total Quantity

\$430.82K

COGS

1,212

Total Transaction

58.5%

% Profit Margin

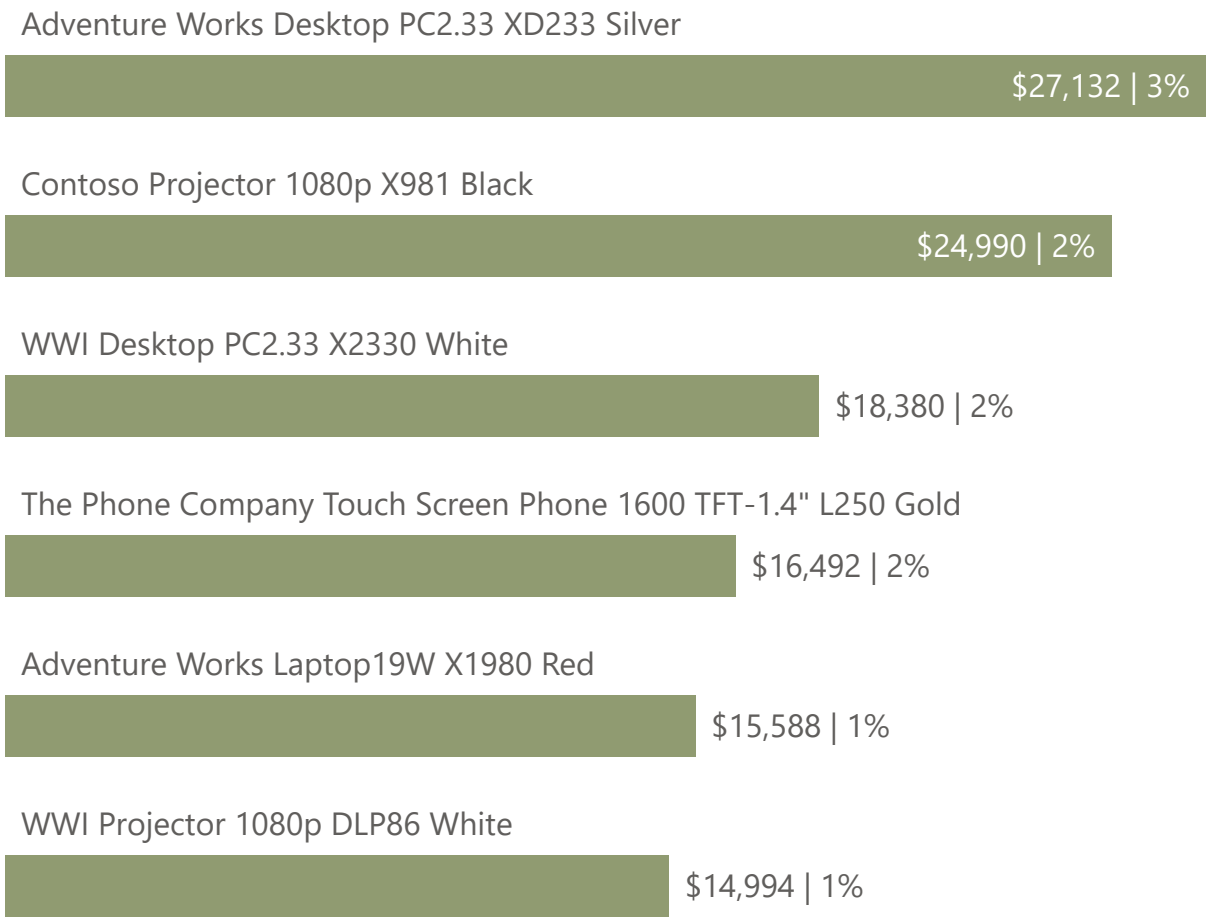
489

Total Customers

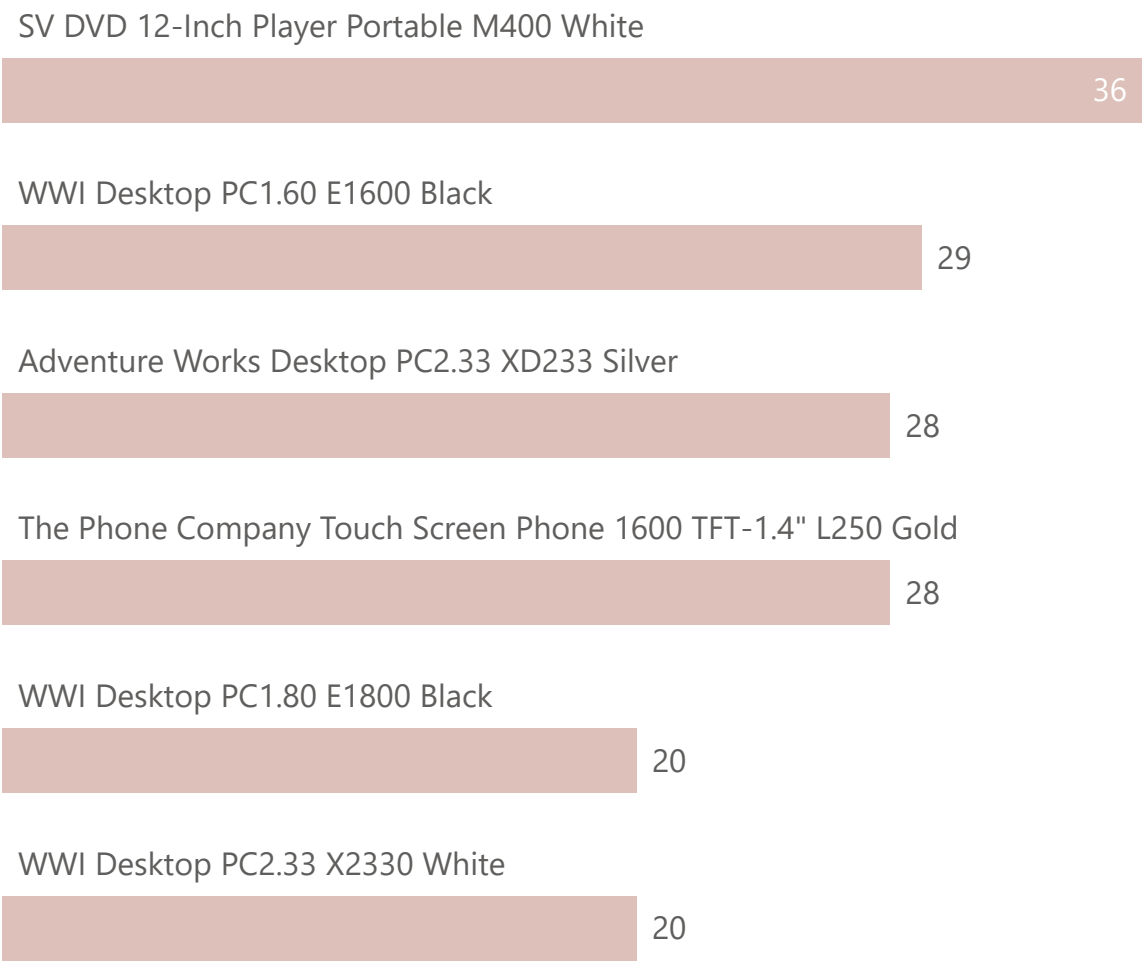
\$2.13K

Avg Revenue per Customer

Top 6 product by Revenue

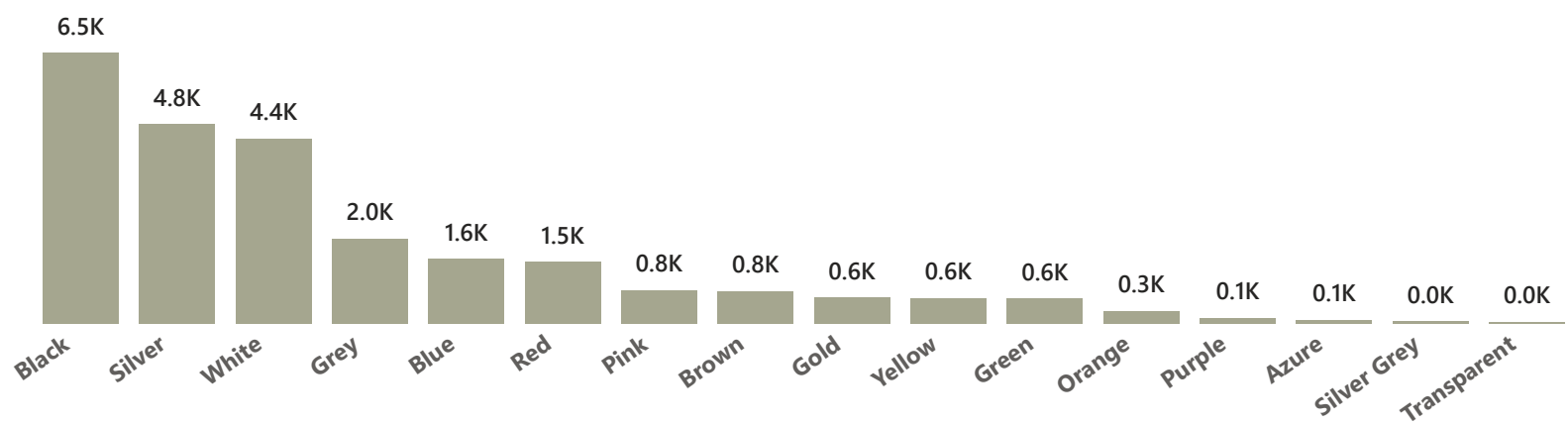


Top 6 product by Quantity

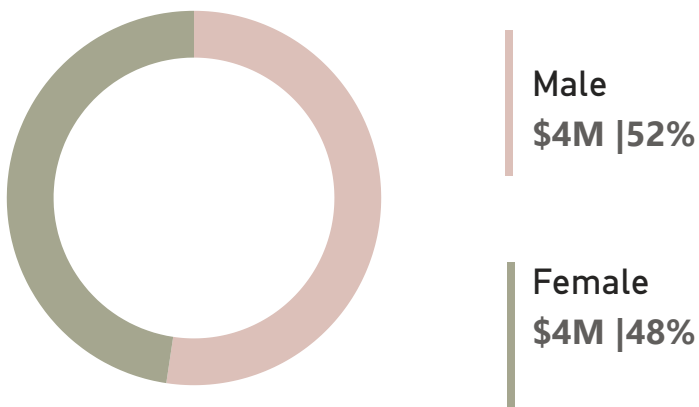


Electronic Sales Analysis

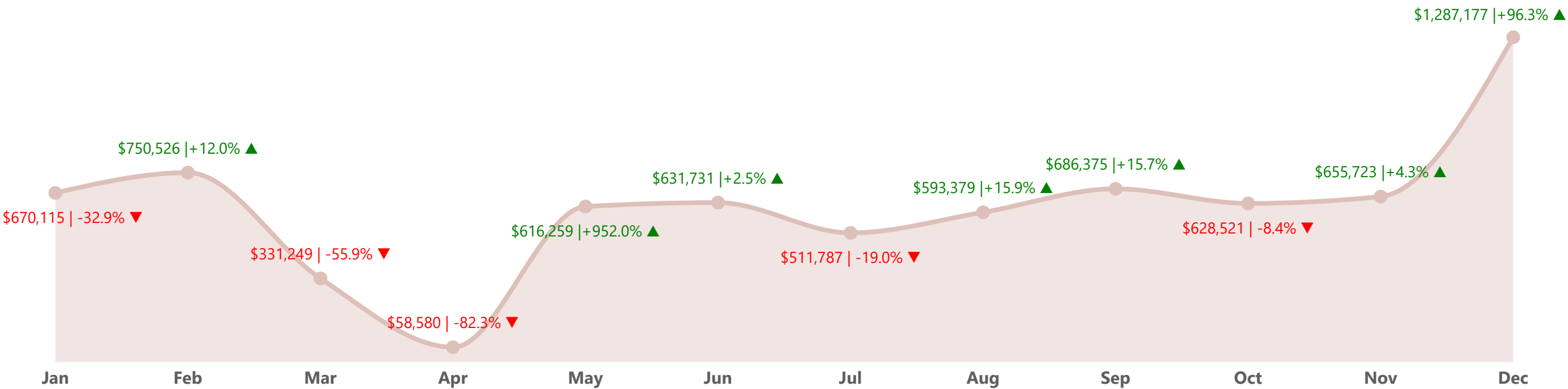
What are the most sold Electronic Color



Revenue by Gender



Monthly Revenue Trend

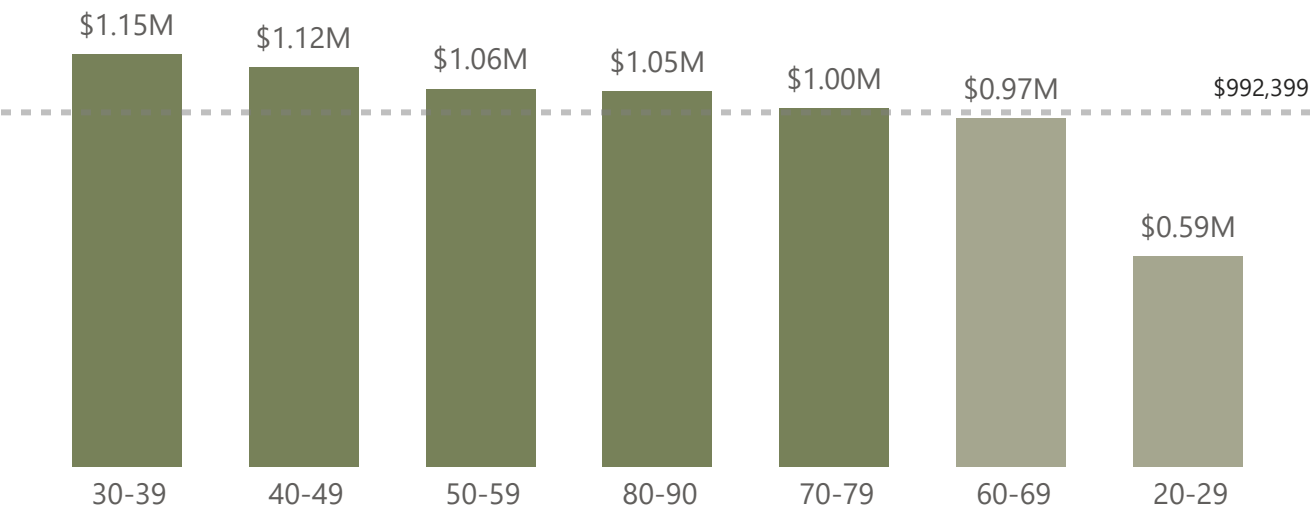


The line chat reveals a significant peak in revenue during Dec where we achieve our highest month revenue of \$1.29M in contrast to Apr marked the lowest revenue point with revenue dropping to \$58,580K

Electronic Sales Analysis

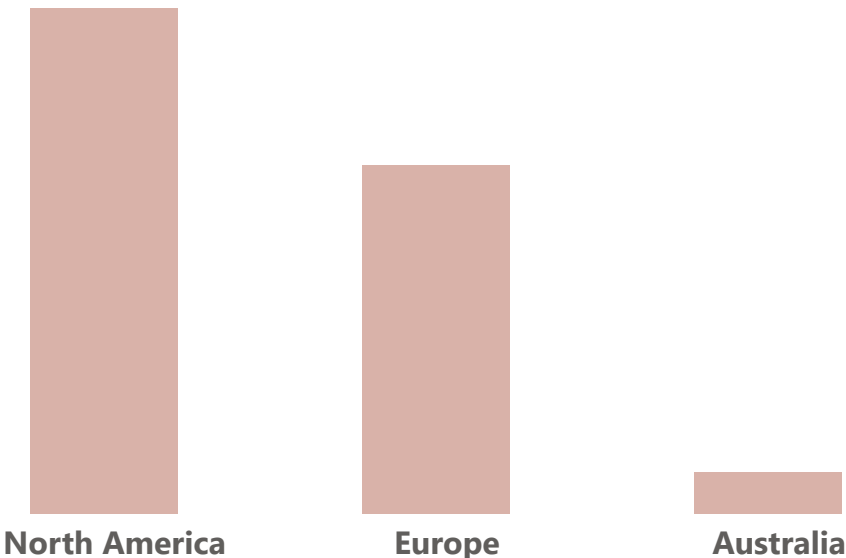
2016

Revenue by Age Group



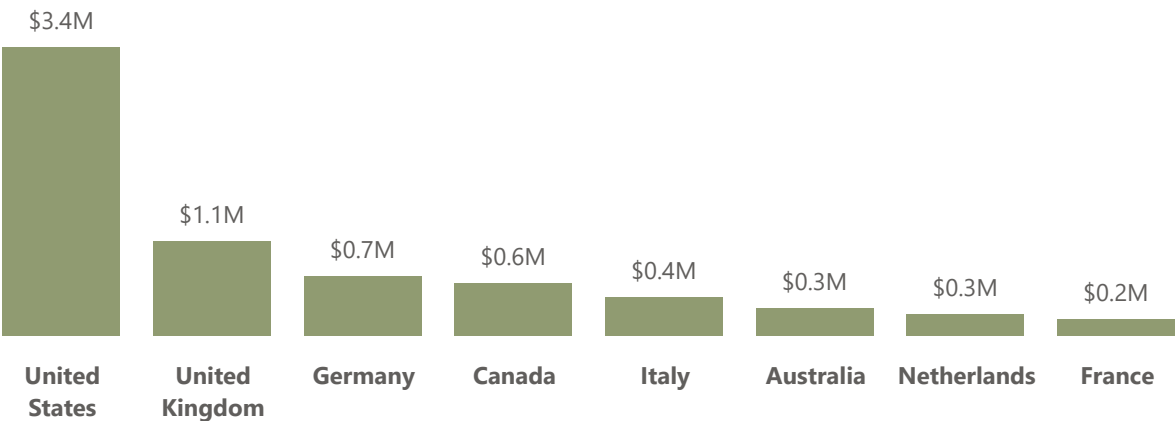
78% of Revenue is attributed to the moss green bars, primarily led by the 30-39 Age Group surpassing the Average Revenue Line

What Continent generate the Highest Revenue



North America leads in total revenue contribution with total revenue of \$4.0M, highlighting its importance as the company's strongest performing region. High customers demand and consistent sales value drives its dominant position. Europe ranks second with revenue of \$2.7M, showing steady performance and representing a key area of continued strength. Australia contributes the smallest share of revenue \$316,426K. This present a strategic opportunity to explore untapped market segments and improve sales through localized engagement and tailored marketing

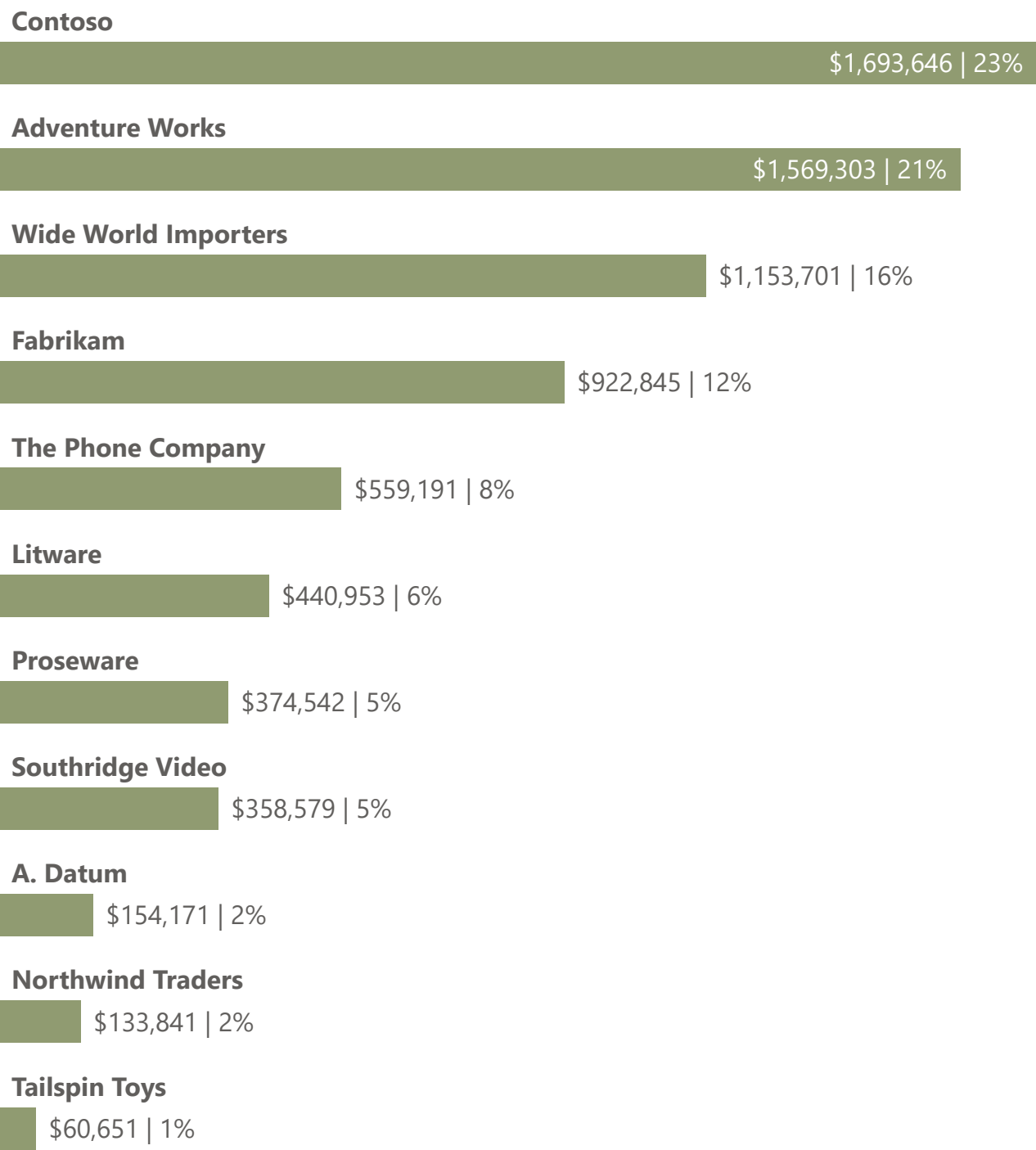
Revenue by Country



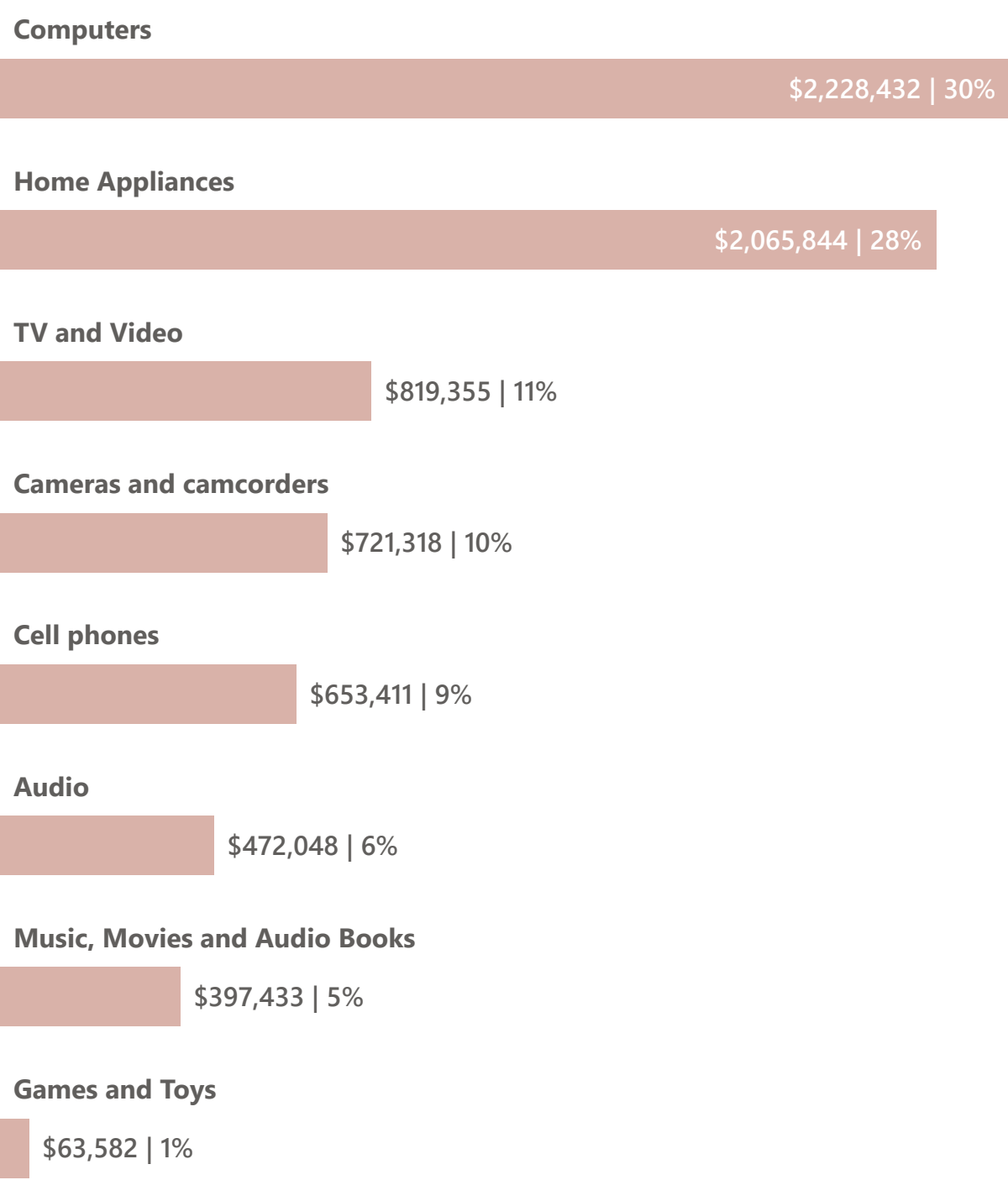
United States generated the highest with the sum of \$3.4M while France recorded the lowest with the sum of \$188,645K

Electronic Sales Analysis

Revenue by Brand



Revenue by Category

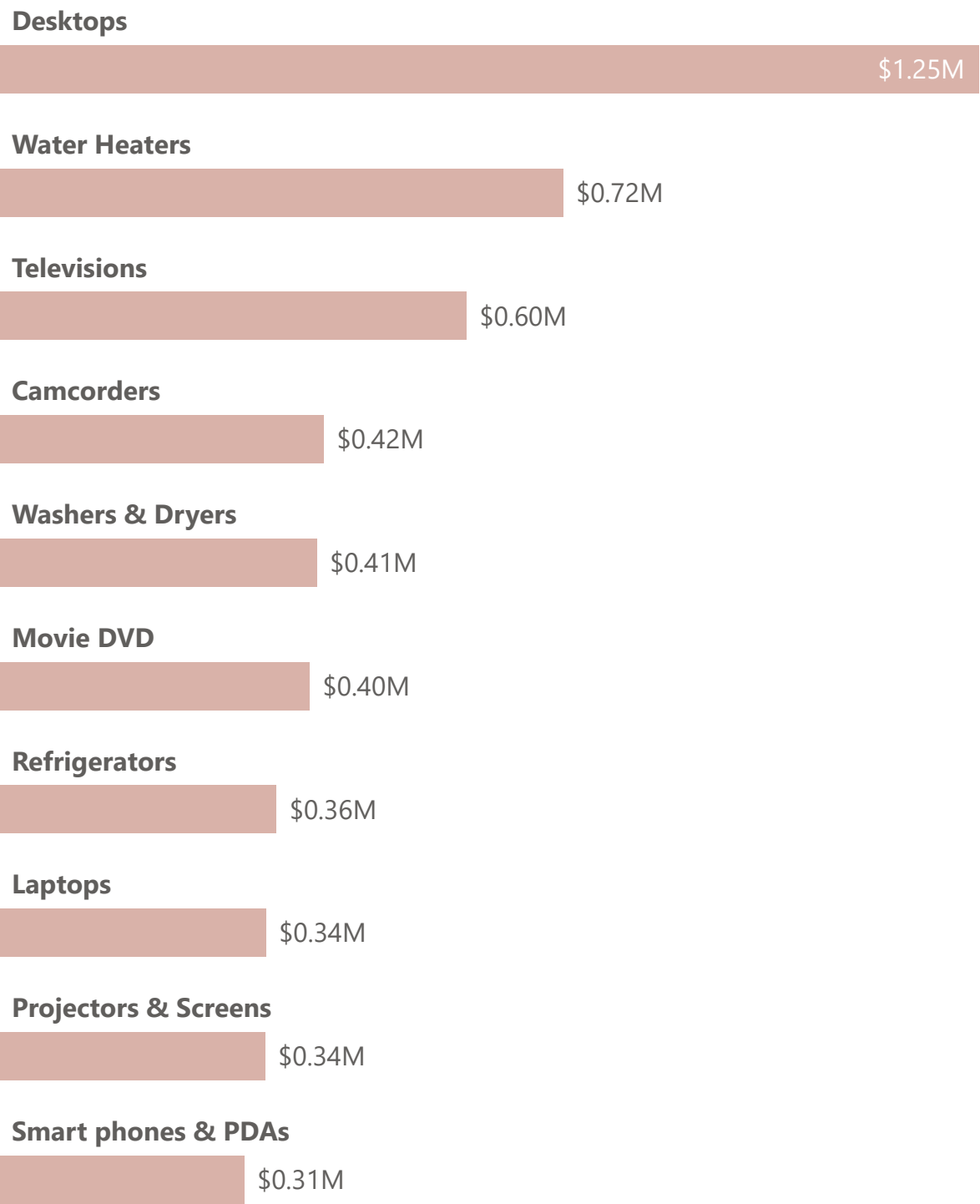


Electronic Sales Analysis

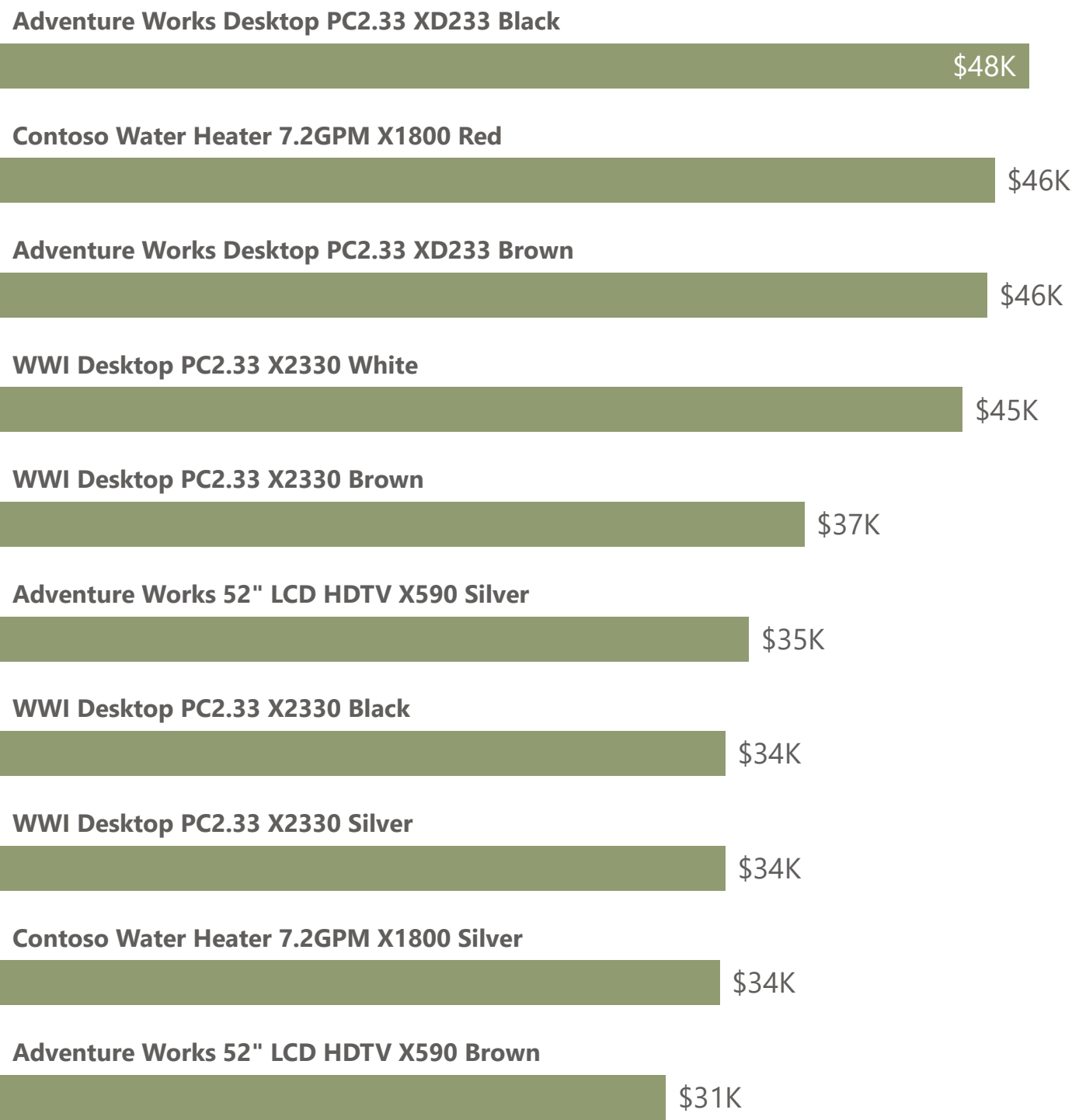
2017



Top 10 Subcategory by Revenue



Top 10 Product by Profit



Electronic Sales Analysis

Performance of Sales in each State

State	Quantity	Transaction	Customers	Profit	CY Revenue	PY Revenue	YoY %
Aberdeen	21	6	1	\$2,183.99	\$3,943.28	\$1,961.61	▲ 101.0%
Aberdeenshire	109	42	17	\$15,385.35	\$27,210.90	\$19,928.42	▲ 36.5%
Agrigento	26	7	1	\$3,066.04	\$6,170.92		—
Alabama	156	57	26	\$32,039.30	\$53,666.09	\$32,824.6	▲ 69.0%
Alaska	56	15	7	\$5,290.54	\$9,595.62	\$8,200.68	▲ 17.0%
Alberta	375	132	55	\$65,078.56	\$109,989.08	\$79,909.11	▲ 37.6%
Alessandria	21	6	2	\$2,707.10	\$5,085.81	\$11,210.47	▼ -54.6%
Allerdale	4	1	1	\$254.68	\$519.60	\$4,553.7	▼ -88.6%
Alsace	2	1	1	\$166.66	\$340.00	\$21,559.86	▼ -93.9%
Amber Valley						\$618.98	▼ -100.0%
Ancona						\$3,315.98	▼ -100.0%
Anglesey	25	7	1	\$1,628.07	\$2,673.60	\$2,166.8	▲ 23.4%
Angus	23	8	2	\$8,589.03	\$13,907.69	\$20,023.13	▼ -30.5%
Aosta	7	3	1	\$2,028.09	\$3,502.98	\$2,398.73	▲ 46.0%
Aquitaine	20	7	3	\$5,541.03	\$9,566.41	\$755	▲ 1167.1%
Arezzo	2	1	1	\$98.02	\$199.98	\$389.86	▼ -48.7%
Argyllshire	101	29	10	\$19,344.31	\$33,156.56	\$7,811.69	▲ 324.4%
Arizona	187	65	23	\$32,525.85	\$57,763.11	\$49,727.77	▲ 19.7%