

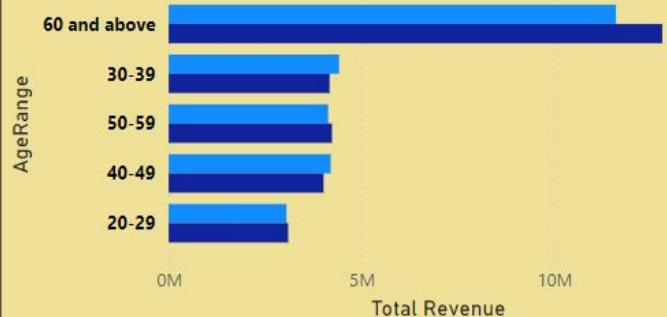
The background of the slide is a dark navy blue. On the left side, there is a large, semi-transparent circular graphic that shows a close-up of a printed circuit board (PCB) with various electronic components. Overlaid on the top left of this circular graphic are two overlapping geometric shapes: a blue parallelogram and a light green parallelogram. In the top right corner, there is a faint, high-contrast image of a circuit board's surface, showing intricate patterns of copper traces and components.

Global Electronics Insights

Customer Analysis

Total Revenue by AgeRange and Gender

Gender ● Female ● Male



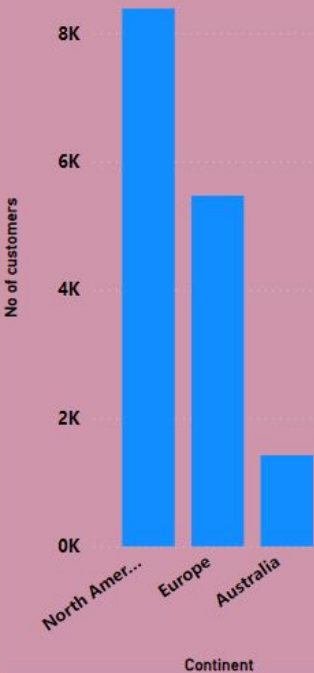
Customer Location



Total Customers

15K

No of customers by Continent



Top 10 Customer cities



Customer count in every state and country

| Country | State | Count |
|----------------|--------------|-------|
| Netherlands | Zuid-Holland | 131 |
| Netherlands | Zeeland | 27 |
| Canada | Yukon | 7 |
| United Kingdom | York | 11 |
| United Kingdom | Wyre Forest | 4 |
| United Kingdom | Wyre | 1 |
| United States | Wyoming | 22 |
| United Kingdom | Wycombe | 2 |
| United Kingdom | Wrexham | 1 |
| United Kingdom | Worcester | 0 |



Insights

1

From the graph we can see that the age group of 60 and above has contributed the most in revenue generation and age group 20-29 has generated the least

2

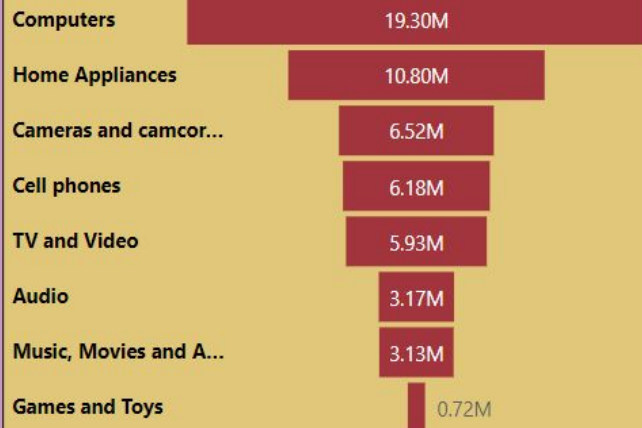
The most number of customers are from Toronto and the continent with most number of customers is North America, and Country with most number of customers is the United States

3

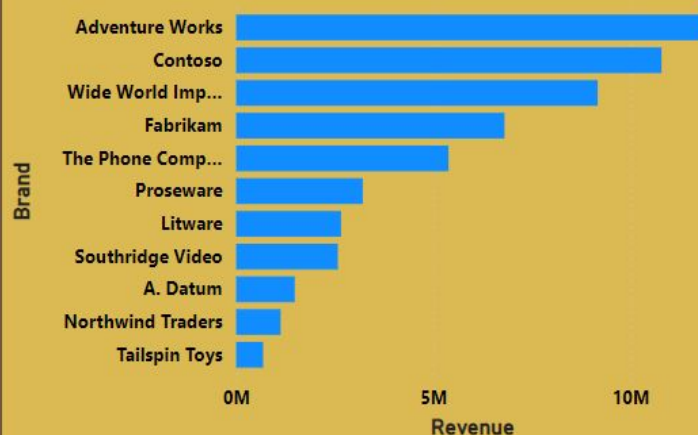
Total number of customers are 15,266 and they mostly belong to continents like North America, Australia and Europe

Product Analysis

Category wise revenue



Revenue by Brand



Total sales by each brand

Total Sales

Tailspin Toys

6,881.86

Total Sales

The Phone Company

43,499.00

Total Sales

Wide World Importers

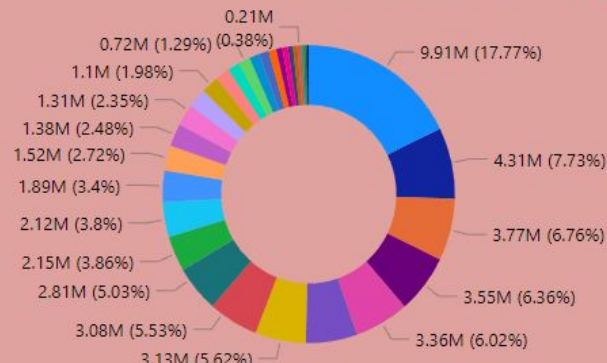
69,779.35

Total Sales

Product with no sales

| ProductName | Subcat |
|--|--------|
| Adventure Works Chandelier M6150 Black | Lamps |
| Adventure Works Desk Lamp E1200 Blue | Lamps |
| Adventure Works Desk Lamp E1300 Grey | Lamps |
| Adventure Works Desk Lamp E1300 Silver | Lamps |
| Adventure Works Floor Lamp M2150 Black | Lamps |
| Adventure Works Floor Lamp X1150 Black | Lamps |
| Adventure Works Floor Lamp X1150 Grey | Lamps |
| Adventure Works Wall Lamp F3150 Grey | Lamps |
| Total | |

% Revenue by subcategory



Subcategory

Desktops

Televisions

Projectors & Screens

Water Heaters

Camcorders

Laptops

Movie DVD

Touch Screen Phones



Insights

1

Computer sales contributed the most in revenue with 19.30 M USD while Games and toys contributed the least with 0.72M USD

2

The most revenue-generating brand is Adventure Works and the least revenue-generating brand is Tailspin toys

3

In computers, Desktop has contributed most in the Total Revenue (17.7%)

4

Contoso brand has contributed the most in Total sales while Tailspin toys have contributed the least

Store and Sales Analysis

Total Stores

67

Total Online Orders

5580

Total Instore Orders

21K

Total RevenueUSD

55.76M

Top 10 stores with highest revenue

| StoreKey | Store_Country | Store_State | Total_Re |
|----------|---------------|-----------------------|-----------|
| 0 | Online | Online | 1,14,04,3 |
| 9 | Canada | Northwest Territories | 13,36,1 |
| 45 | United States | Connecticut | 13,18,7 |
| 50 | United States | Kansas | 13,94,7 |
| 54 | United States | Nebraska | 13,84,3 |
| 55 | United States | Nevada | 14,17,8 |
| 57 | United States | New Mexico | 13,25,6 |

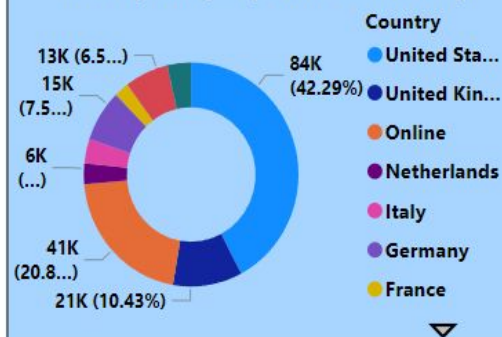
Stores with no Orders

| StoreKey | OpenDate | Store_Country | Store_State |
|----------|------------|---------------|--------------------|
| 3 | 2012-01-07 | Australia | South Australia |
| 7 | 2007-05-07 | Canada | New Brunswick |
| 11 | 2009-06-03 | Canada | Yukon |
| 25 | 2010-01-01 | Germany | Mecklenburg-Vorpom |
| 35 | 2007-05-07 | Netherlands | Zeeland |
| 46 | 2012-08-08 | United States | Delaware |
| 52 | 2009-06-03 | United States | Mississippi |

9

Stores
with no
Orders

Total quantity of products in country

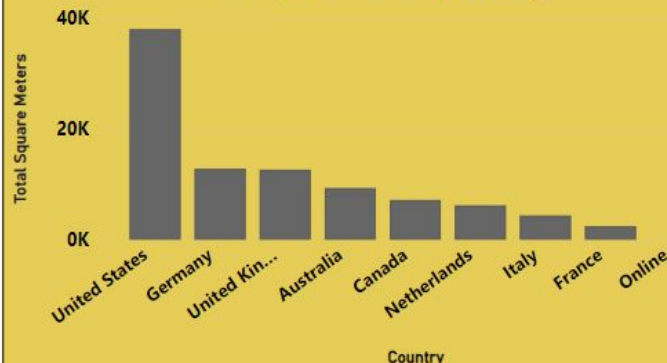


Store Locations

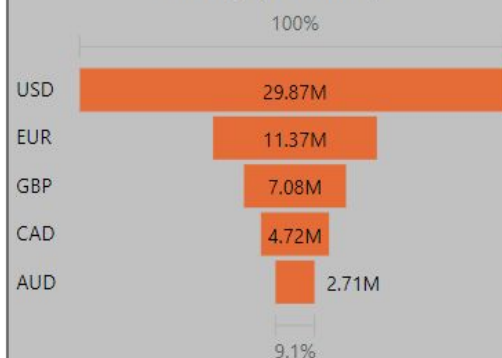


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Total Square Meters by Country

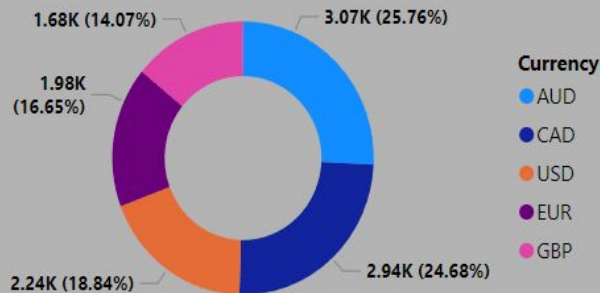


Earning by Currency



Additional Analysis

Sum of Exchange by Currency



Total Profit USD

32.66M

Total items purchased

198K

Total Order placed

63K

Total Products

2492

Gross Margin %

58.58

Total Profit by each category

WWI Desktop PC2.33 X2330 Black

3,37,986.00

Sum of ProfitUSD

Adventure Works Desktop PC2.33 XD233 Silver

3,11,663.95

Sum of ProfitUSD

Adventure Works Desktop PC2.33 XD233 Brown

3,10,368.05

Sum of ProfitUSD

Adventure Works Desktop PC2.33 XD233 Black

2,99,352.90

Sum of ProfitUSD

Adventure Works Desktop PC2.33 XD233 White

2,92,225.45

Sum of ProfitUSD

WWI Desktop PC2.33 X2330 White

2,83,908.24

Sum of ProfitUSD

WWI Desktop PC2.33 X2330 Brown

2,82,679.20

Sum of ProfitUSD

States

☐ Aberdeen

☐ Aberdeenshire

☐ Agrigento

☐ Alabama

☐ Alaska

☐ Alberta

☐ Alessandria

☐ Allerdale

☐ Alsace

☐ Amber Valley

☐ Ancona

☐ Anglesey

☐ Angus

☐ Aosta

☐ Aquitaine

☐ Arezzo

☐ Argyllshire

☐ Arizona

☐ Arkansas

☐ Arun



Insights

1

WWI Desktop PC2.33 X2330 Black is the product which brings the highest profit of 337,000 USD

2

Total profit gained is 32.66 million and Gross Margin around 59%

3

Total orders placed is 63000 and total items purchased is 198000