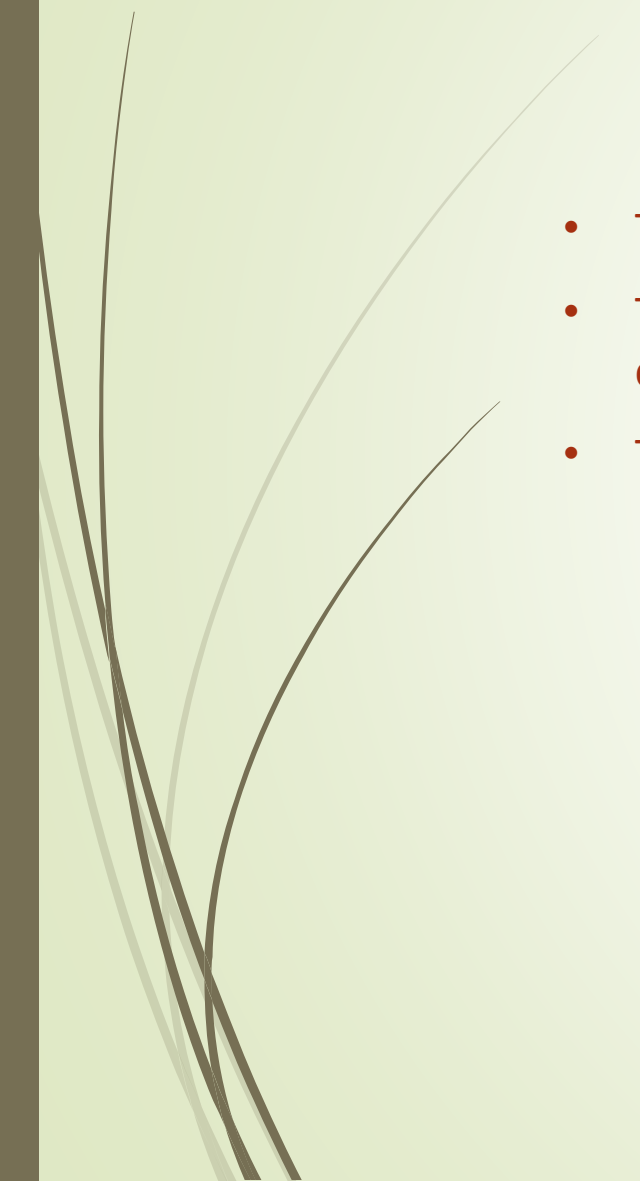# Retail & Market Analysis

Prakhar Gupta
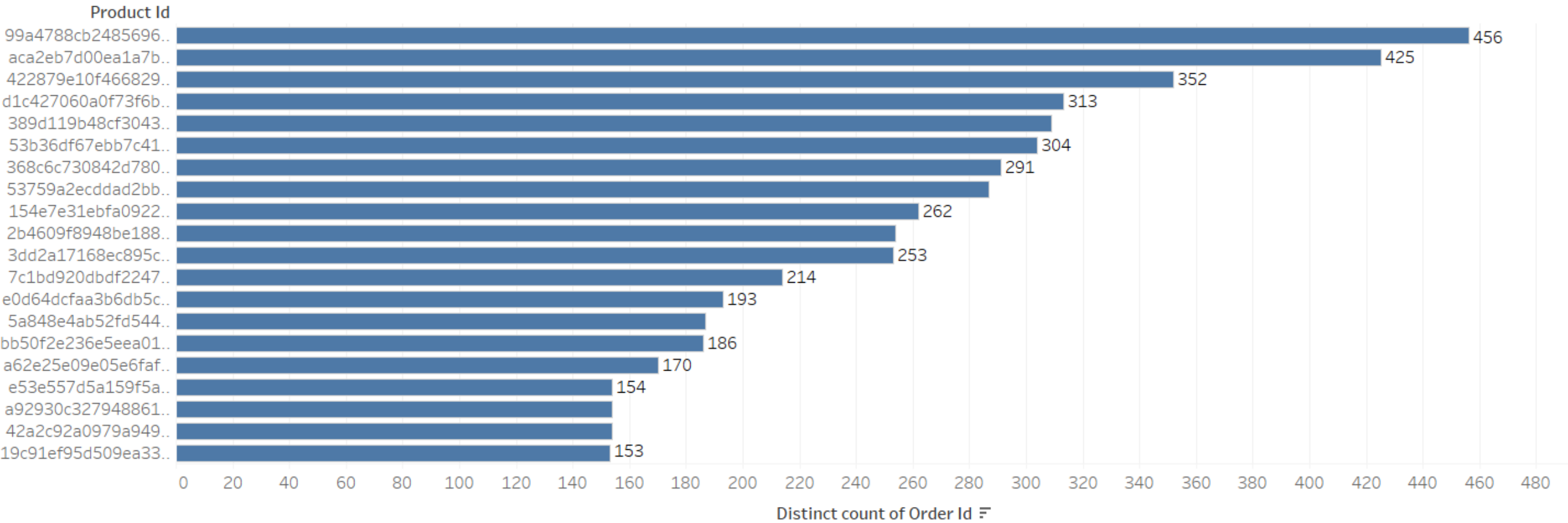
For IIIT-B & Upgrad

Objective

- To identify top products that contribute to the revenue.

- To analyze the purchase behavior of individual customers and estimate with relative certainty.

- To analyse combination of products to increase revenue.

TOP 20 ORDERS

Distinct count of Order Id for each Product Id. The marks are labeled by distinct count of Order Id. Details are shown for Product Category Name. The view is filtered on Product Id, which keeps 20 of 20,564 members.

REVENUE PARETO CHART

product id (Products)	% of Total F1 (Products)..	% of Total REVENUE alo..	REVENUE
bb50f2e236e5eea0..	4.43%	8.35%	67,258
d1c427060a0f73f6b..	3.89%	7.32%	58,957
6cdd53843498f928..	4.12%	7.19%	57,934
99a4788cb2485696..	6.51%	6.19%	49,908
3dd2a17168ec895c..	11.20%	5.94%	47,876
d6160fb7873f1840..	1.39%	5.87%	47,314
aca2eb7d00ea1a7b..	9.87%	5.49%	44,198
5f504b3a1c75b73d..	0.00%	5.18%	41,726
25c38557cf793876c..	1.37%	5.00%	40,312
53b36df67ebb7c41..	0.36%	4.93%	39,713
e0d64dcfaa3b6db5c..	3.13%	4.36%	35,162
422879e10f466829..	9.61%	4.25%	34,201
f1c7f353075ce59d8..	6.32%	4.11%	33,087
d285360f29ac7fd97..	4.11%	4.04%	32,509
7a10781637204d8d..	2.88%	4.01%	32,329
f819f0c84a64f02d3..	1.55%	3.70%	29,846
588531f8ec37e7d5f..	0.76%	3.61%	29,080
389d119b48cf3043..	16.69%	3.54%	28,544
368c6c730842d780..	2.52%	3.47%	27,984
a62e25e09e05e6faf..	9.29%	3.44%	27,743

% of Total F1 (Products) along product id (Products), % of Total REVENUE along product id (Products) and REVENUE broken down by product id (Products). The view is filtered on product id (Products), which keeps 20 of 32,216 members.
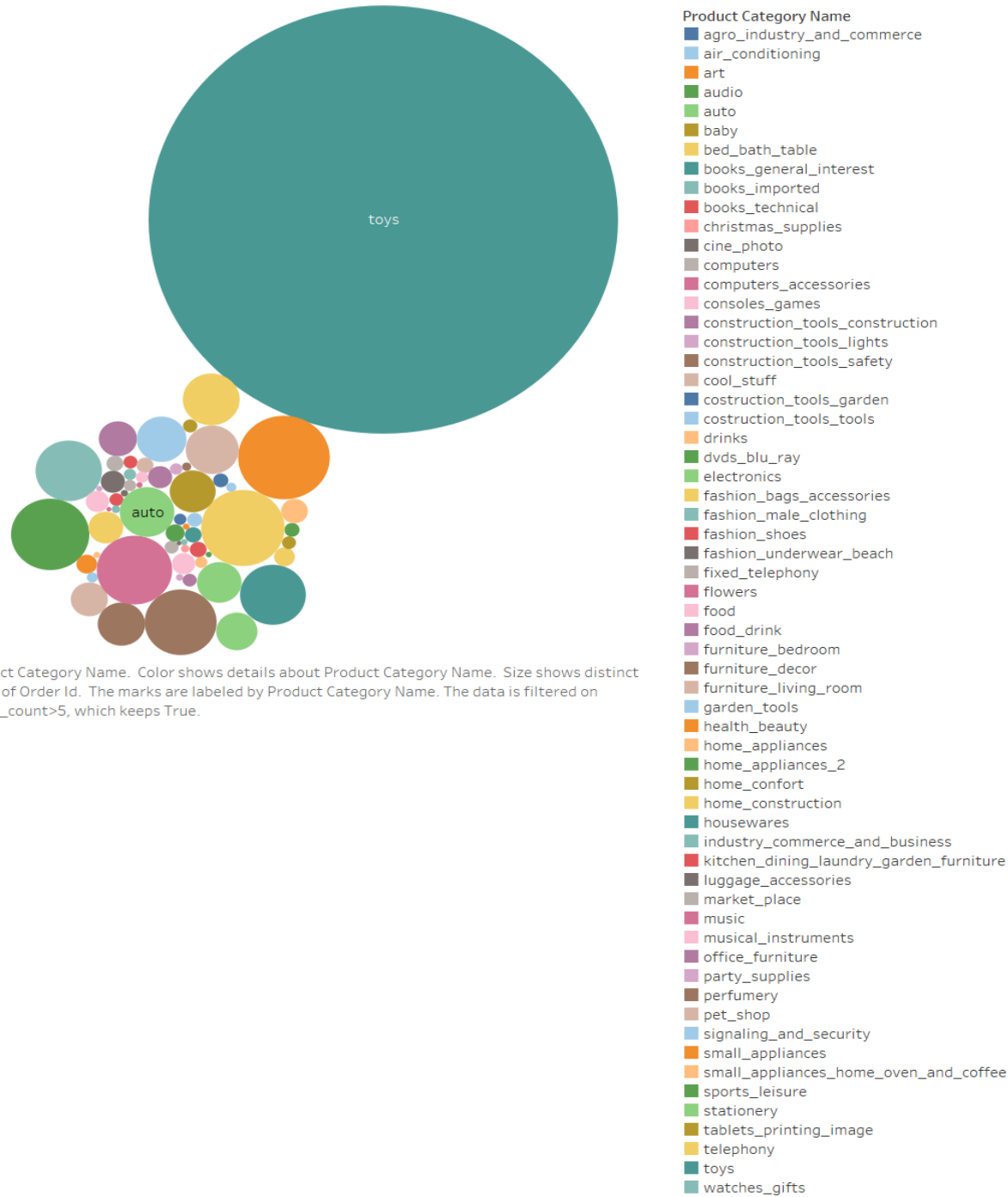
- ▶ Percentage of total revenue and percentage of total product along with revenue for individual product is been shown by this Pareto chart

CATEGORY WISE ORDERS
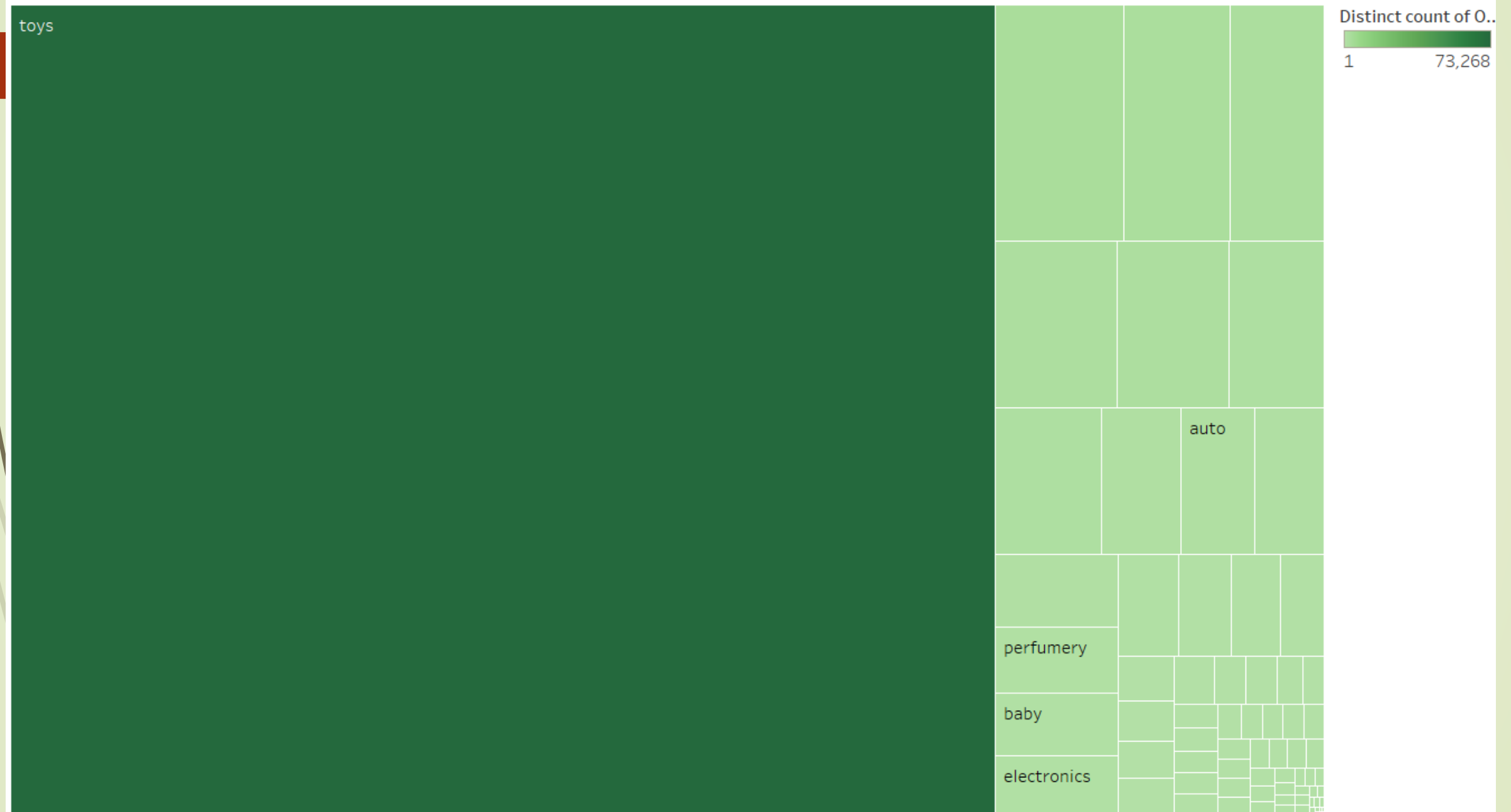
Product Category Name. Color shows distinct count of Order Id. Size shows distinct count of Order Id. The marks are labeled by Product Category Name.
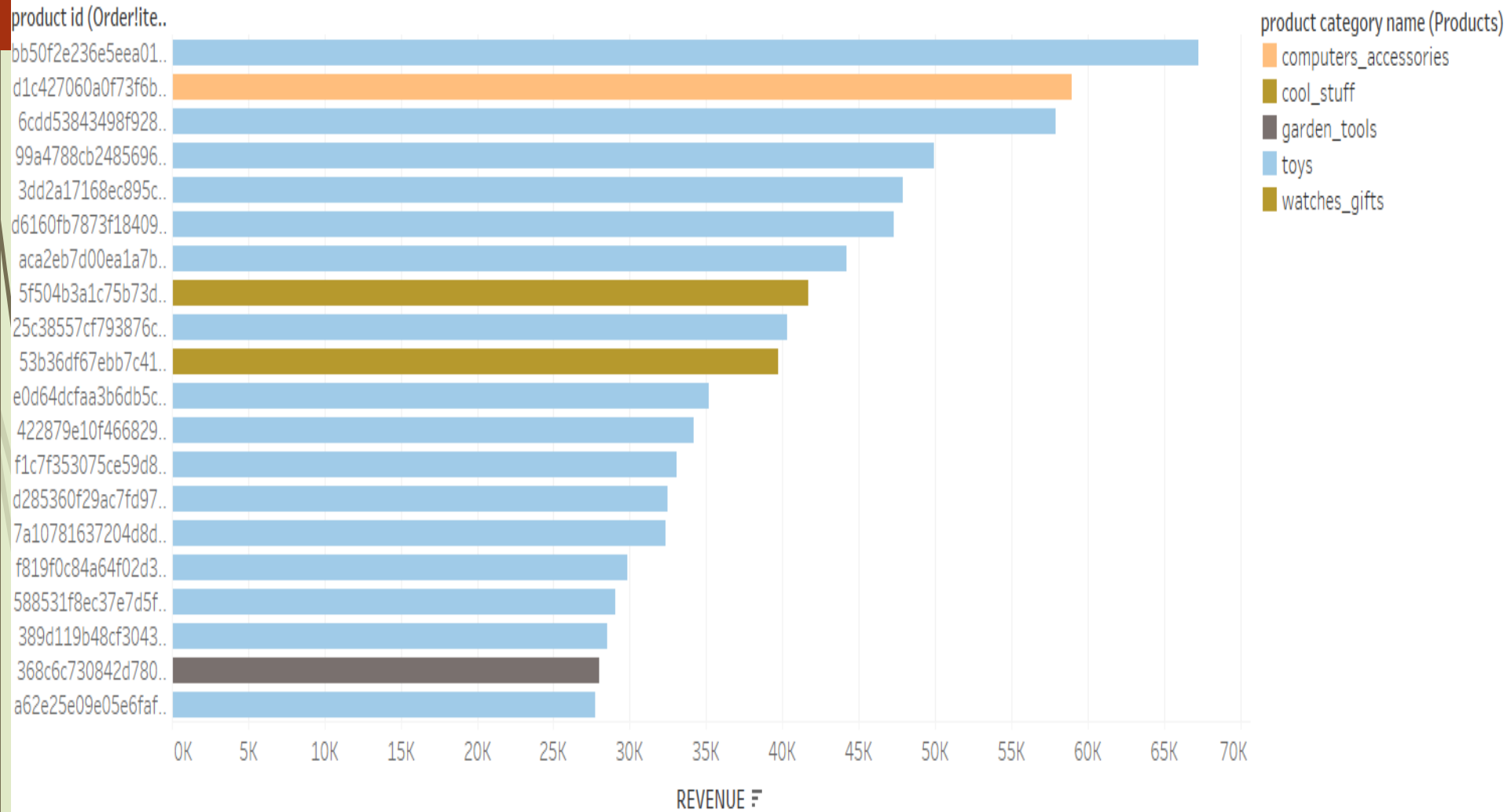
Product Category Name. Color shows details about Product Category Name. Size shows distinct count of Order Id. The marks are labeled by Product Category Name. The data is filtered on Order_count>5, which keeps True.

Product Category Name
- agro_industry_and_commerce
- air_conditioning
- art
- audio
- auto
- baby
- bed_bath_table
- books_general_interest
- books_imported
- books_technical
- christmas_supplies
- cine_photo
- computers
- computers_accessories
- consoles_games
- construction_tools_construction
- construction_tools_lights
- construction_tools_safety
- cool_stuff
- costruction_tools_garden
- costruction_tools_tools
- drinks
- dvds_blu_ray
- electronics
- fashion_bags_accessories
- fashion_male_clothing
- fashion_shoes
- fashion_underwear_beach
- fixed_telephony
- flowers
- food
- food_drink
- furniture_bedroom
- furniture_decor
- furniture_living_room
- garden_tools
- health_beauty
- home_appliances
- home_appliances_2
- home_confort
- home_construction
- housewares
- industry_commerce_and_business
- kitchen_dining_laundry_garden_furniture
- luggage_accessories
- market_place
- music
- musical_instruments
- office_furniture
- party_supplies
- perfumery
- pet_shop
- signaling_and_security
- small_appliances
- small_appliances_home_oven_and_coffee
- sports_leisure
- stationery
- tablets_printing_image
- telephony
- toys
- watches_gifts

➡ Toys category has the maximum number of products ordered.

➡ Followed by health_beauty & sports_leisure

TOP 20 Products by Revenue

product id (Order!ite..

product category name (Products)
▮ computers_accessories
▮ cool_stuff
▮ garden_tools
▮ toys
▮ watches_gifts

bb50f2e236e5eea01..
d1c427060a0f73f6b..
6cdd53843498f928..
99a4788cb2485696..
3dd2a17168ec895c..
d6160fb7873f18409..
aca2eb7d00ea1a7b..
5f504b3a1c75b73d..
25c38557cf793876c..
53b36df67ebb7c41..
e0d64dcfaa3b6db5c..
422879e10f466829..
f1c7f353075ce59d8..
d285360f29ac7fd97..
7a10781637204d8d..
f819f0c84a64f02d3..
588531f8ec37e7d5f..
389d119b48cf3043..
368c6c730842d780..
a62e25e09e05e6faf..

0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K 60K 65K 70K

REVENUE ⌦

➡ Toys contribute to 80% of the revenue

REVENUE for each product id (Order!items). Color shows details about product category name (Products). The view is filtered on product id (Order!items), which keeps 20 of 32,216 members.

Product Category Association

Product Category Name (C21) and Product Category Name. Size shows distinct count of Order Id. The marks are labeled by Product Category Name (C21) and Product Category Name.
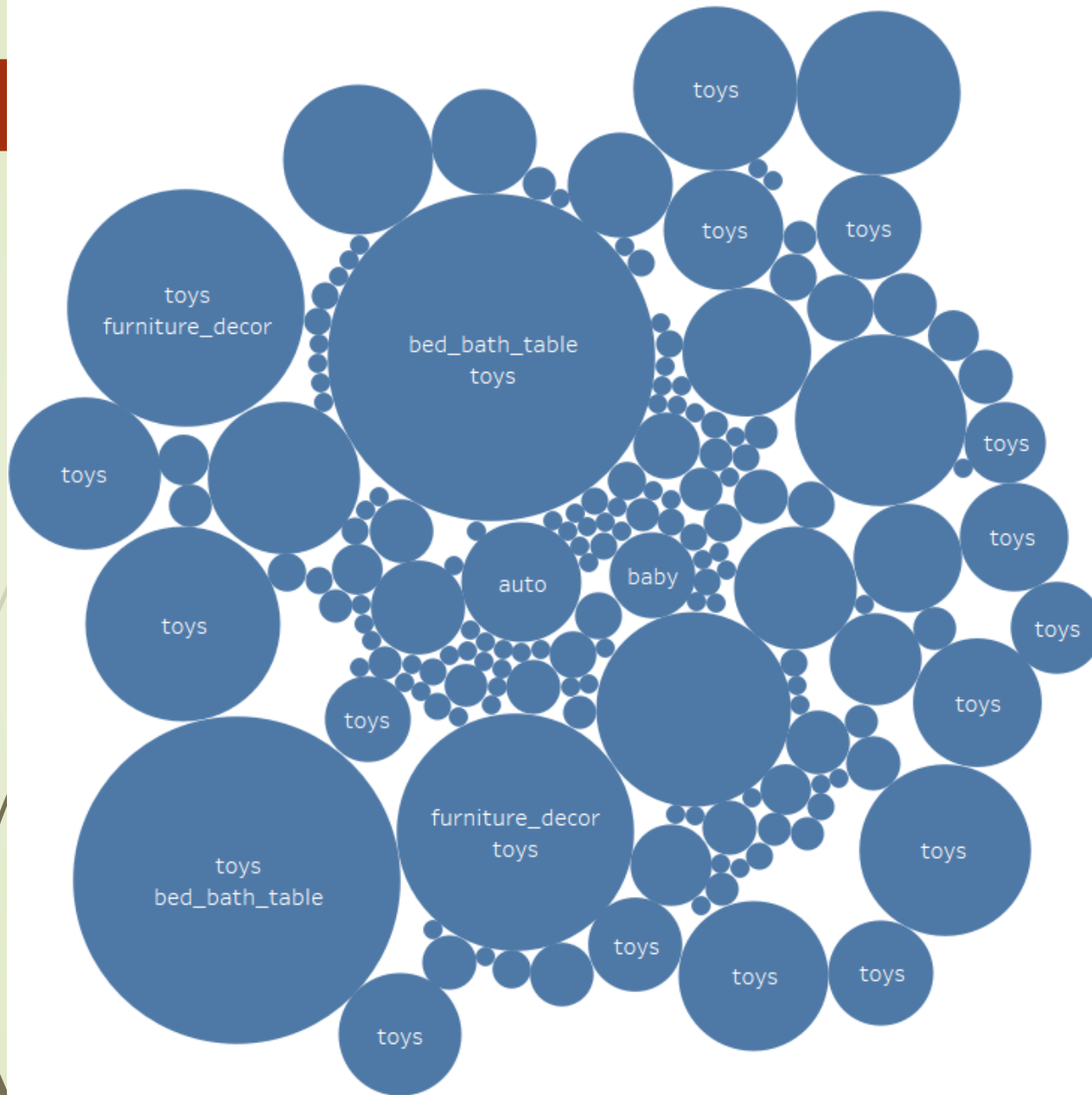
➤ After combining the data we get bed_bath_table and toys has the highest distinct count of orders.

Insights

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- To analyse combination of products to increase revenue.

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Thank You