



# Electronic Gadgets Sales Report

Excel–Google Sheets–SQL–Tableau

# TABLE OF CONTENTS

**01**

**Introduction**

**02**

**Tools**

**03**

**Sales Analysis  
By Product**

**04**

**Sales Analysis  
Part 2**

# Case Study

This case study is based on a dataset from Kaggle. It was performed in order to find more about the story behind the sales data..





01

# Introduction

# Case Study Idea & Implementation



## Idea

The key concept behind the case study is to find more about the operation of the Electronics Gadgets Shop.

1. Which product sells the most.
2. When was the highest selling period



## Implementation

1. Get to know the data with excel
2. Transform the data with SQL (Remove Duplicates, etc)
3. Visualize the Data in Tableau
4. Solve the Business Questions.



# 02

## Tools

# Tools & Process



## Excel

The data is in an excel file.  
The get to know the data  
was done with the help of  
excel.



## SQL

The data was loaded in  
Microsoft SQL Server.  
Then the process of  
cleansing started with  
removing duplicates and  
correction inconsistencies



## Tableau

The data visualization  
process and reporting was  
done with Tableau.  
There are two dashboards  
which tell the story.



# 03

## Sales Analysis By Product



# Number Of Products By Name

Product	
Lightning Charging ..	2,061
AA Batteries (4-pack)	2,023
AAA Batteries (4-pa..	1,947
USB-C Charging Cable	1,899
Wired Headphones	1,763
Apple AirPods Head..	1,455
Bose SoundSport He..	1,222
27in FHD Monitor	715
iPhone	685
34in Ultrawide Moni..	637
Google Phone	570
27in 4K Gaming Mon..	552
Flatscreen TV	450
Macbook Pro Laptop	442
20in Monitor	384
ThinkPad Laptop	381
Vareebadd Phone	214
LG Dryer	76
LG Washing Machine	61



## Products

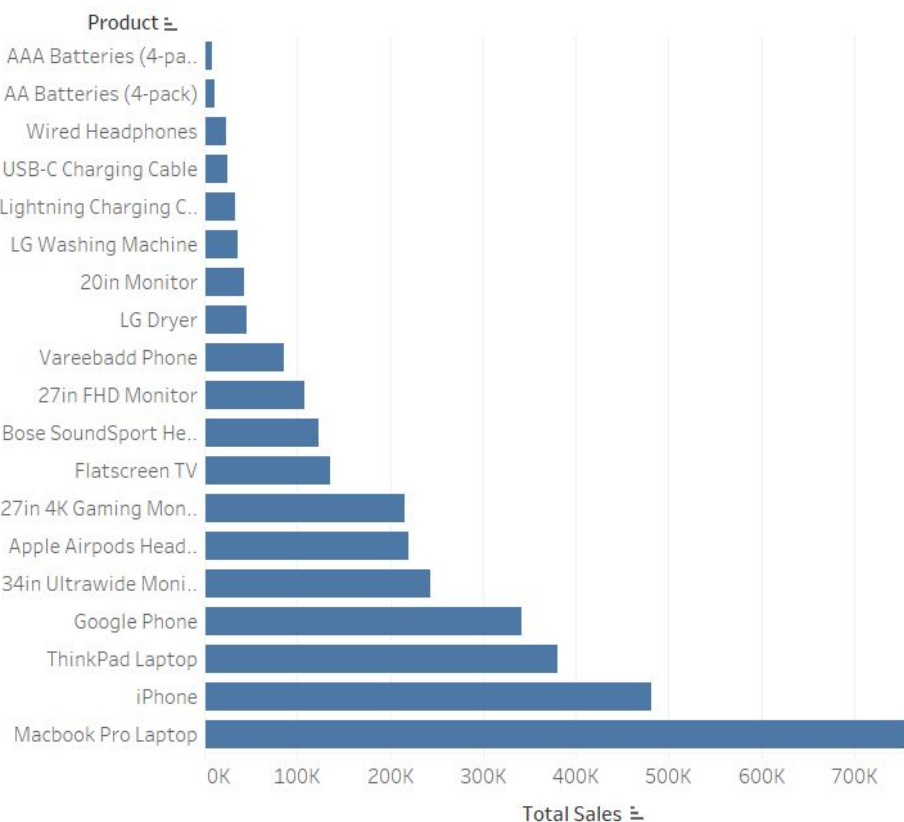
There are 19 distinct products in our shop. The range goes from phones and headphones till batteries and small necessities



## Number Of Orders

The lightning chagrin cable and the batteries are the most common products with the highest number of orders.

# Profitability Of Each Product

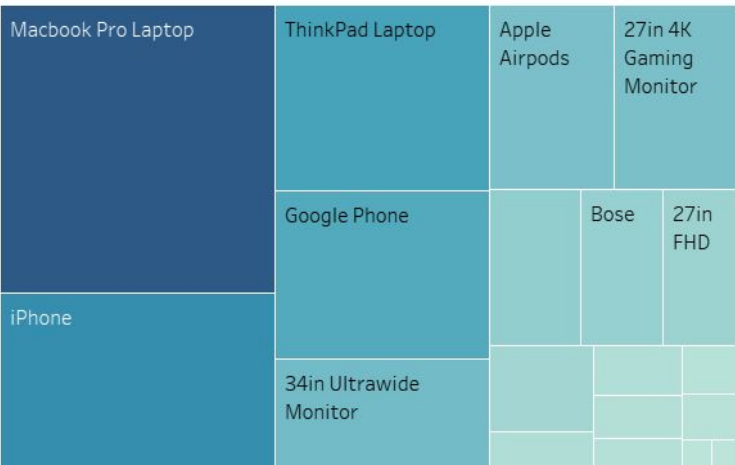


# Most Profitable

Product Table

Product	
Macbook Pro Laptop	754,800
iPhone	480,900
ThinkPad Laptop	380,996
Google Phone	342,000
34in Ultrawide Moni..	243,194
Apple Airpods Head..	219,600
27in 4K Gaming Mon..	216,054
Flatscreen TV	135,300
Bose SoundSport He..	122,988
27in FHD Monitor	107,693
Vareebadd Phone	85,600

# Most Profitable Product



# Key Points – Product Profitability Dashboard



1

Laptops, Tablets and phones give us the most revenue



2

Batteries – Washing Machines and cables provide us with less revenue



3

Although cables and batteries are the most common products wanted they give us the least amount of profit

**3.314.504m**

Total Revenue

**17,537k**

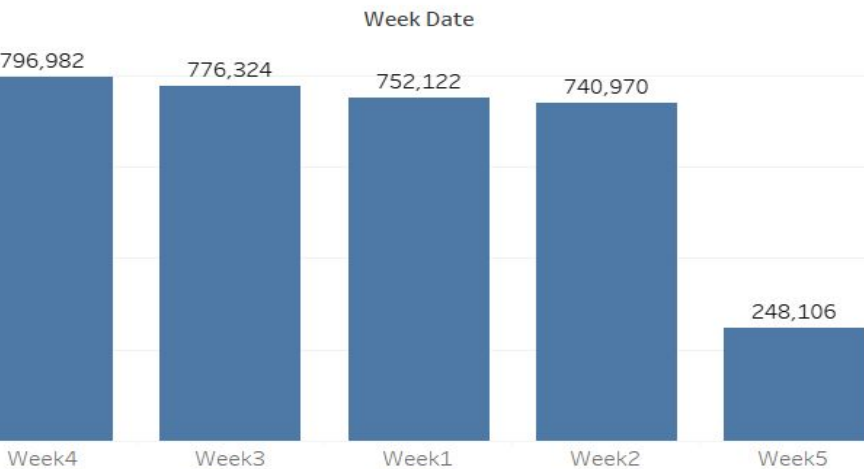
Orders

**19**

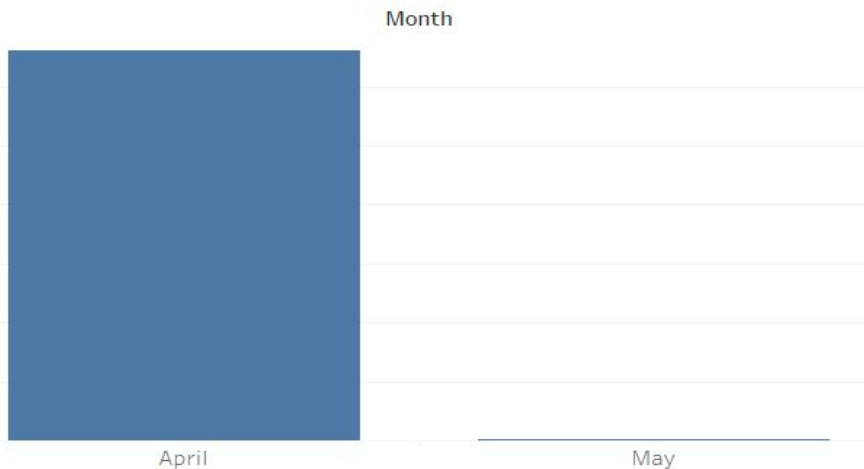
Distinct Products

# **04 – Sales Analysis Part 2**

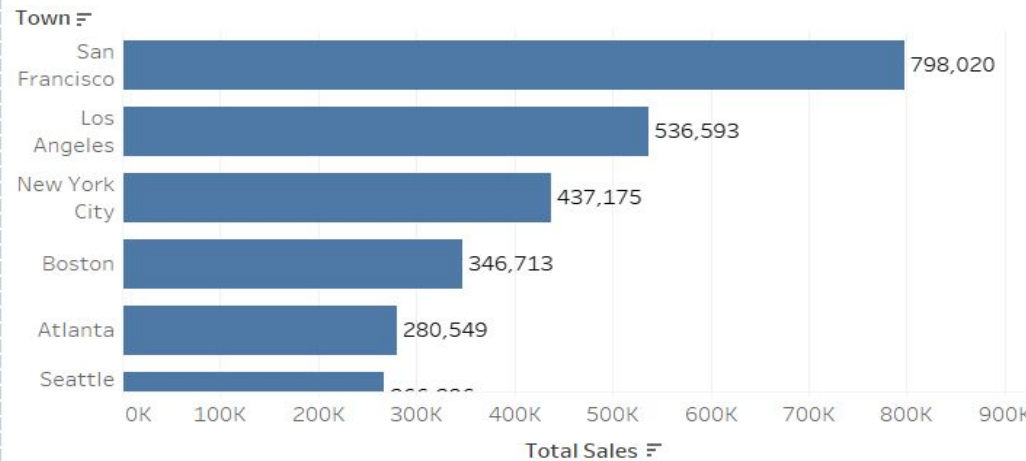
Week



Month



SalesByTown



Most Profitable Product Table

Product	
Macbook Pro Laptop	754,800
iPhone	480,900
ThinkPad Laptop	380,996
Google Phone	342,000
34in Ultrawide Moni..	243,194
Apple AirPods Head..	219,600
27in 4K Gaming Mon..	216,054
Flatscreen TV	135,300
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# Key Points – Product Profitability Dashboard

Most profitable month is April since in May we have only data for the first 5 days.

The measurement of profit is done by week.

In week 4 we have the highest revenue from San Francisco

# Thank You For Your Time

The tableau dashboard is included for further analysis in the data.

The filters in the last dashboard can show for each state-town the profit per week