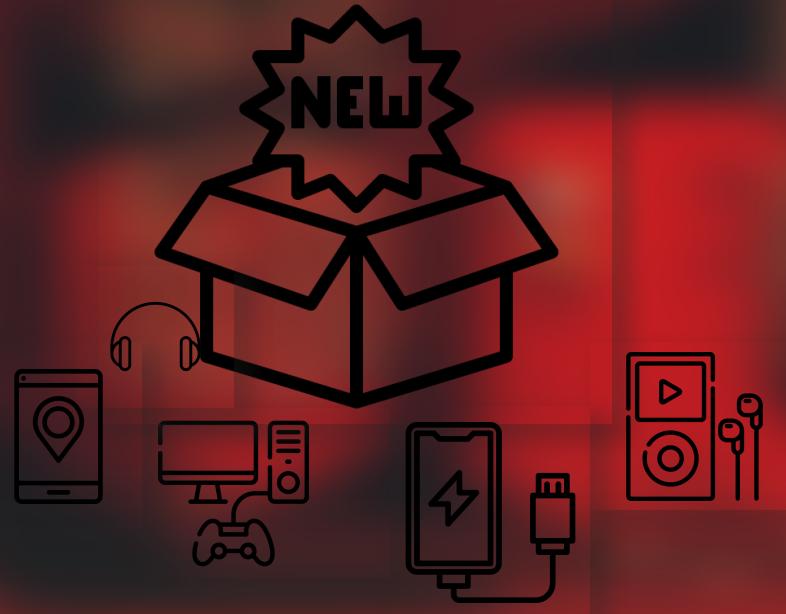




# Sales Analytics Project



DataDNA Dataset  
Challenge  
December 2022



Home

Insights



Analyst Profile



Analyst Profile



### Total Revenue by Year

Year ● 2019 ● 2020



**Best Year for Sales 2019 - Sale 34,456867.65**

**Best Month for Sales December 2019 - Total Sale that month: 4608295.7**

Best city for sales San Francisco - **Total Sales 8254743.55**

Most Ordered product USB-C Charging Cable - 21855

Highest Quantity Sold by Product - AAA Batteries (4-pack) - 30986

People now purchase charging devices/cables/batteries most because every household uses electronic devices.

# 7:00:00 PM

### Best Advertisement Time

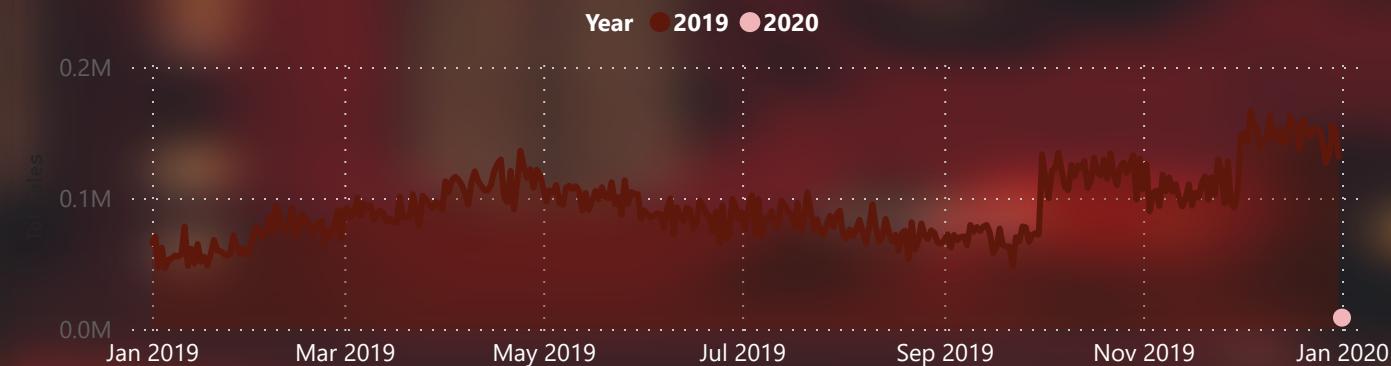
Tot Sales trended up, resulting in a 100.11% increase between

Tuesday, January 1, 2019 and Tuesday, December 31, 2019.

The most recent Tot Sales anomaly was on

**Most sold together products are: Lighting Charging cable and iphone**

### Total Orders by Month



## USB-C Charging Cable

### Most Ordered Product

## AAA Batteries (4-pack)

### Highest Quantity Ordered Product

San  
Francisco  
**Top City by Sales**

Year	Sum of Revenue
2019	34,456,867.65
2020	8,670.29
<b>Total</b>	<b>34,465,537.94</b>

**34.47M**

**Total Sales**

**34.26M**

**Tot Cost**

**202.90K**

**Tot Profit**

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Insights



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Select all

2019

2020

Name of Month	2019	2020
December	4608295.70	
October	3734777.86	
April	3389217.98	
November	3197875.05	
May	3150616.23	
March	2804973.35	
July	2646461.32	
June	2576280.15	
August	2241083.37	
February	2200078.08	
September	2094465.69	
January	1812742.87	8670.29

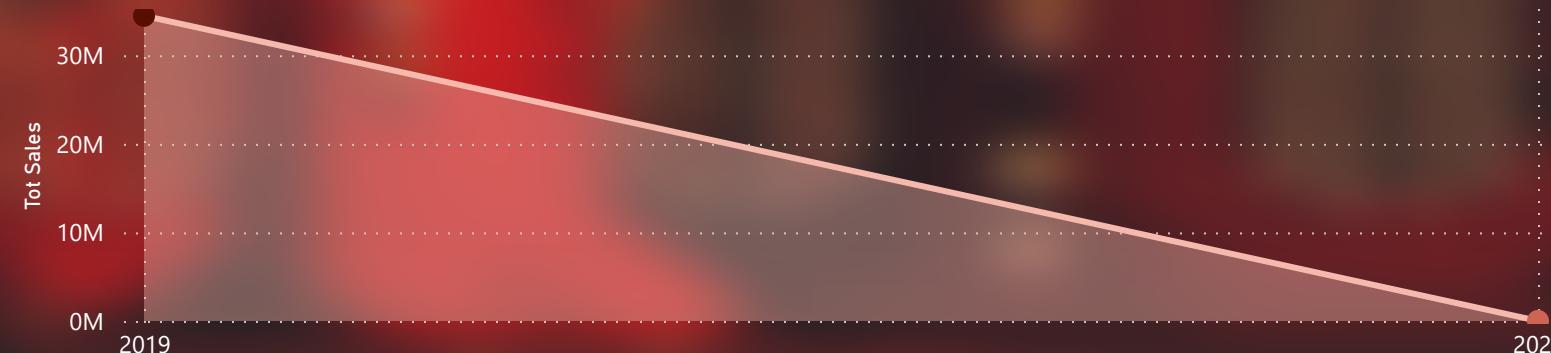
34.47M

Sum of Revenue

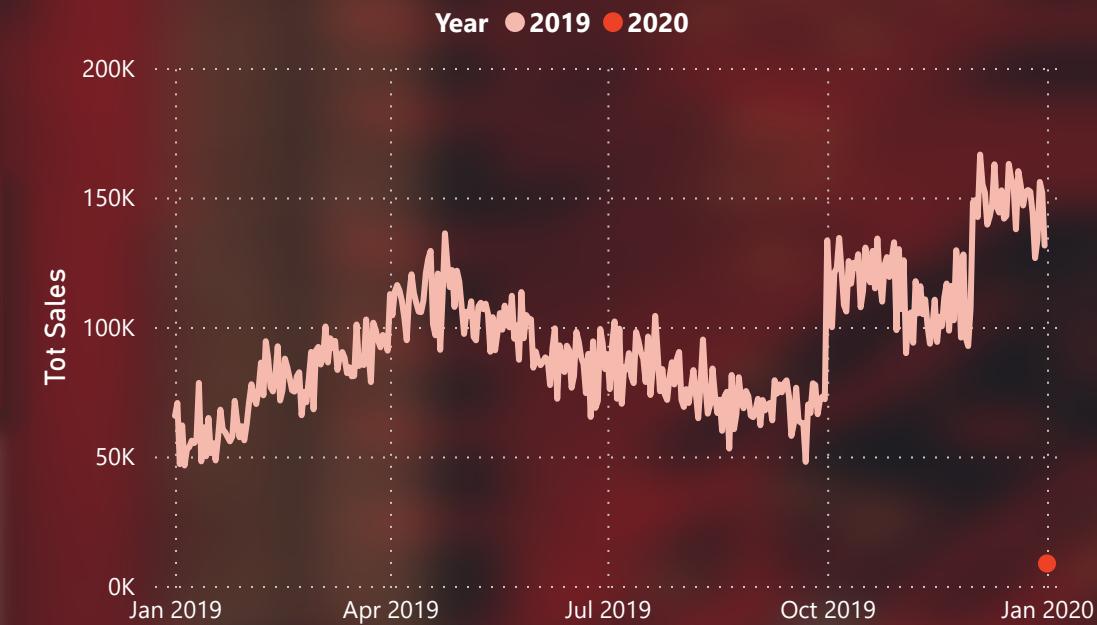
Year	Sum of Revenue
2019	34,456,867.65
2020	8,670.29
Total	34,465,537.94

Best Year for  
Sale was  
2019 as per

Tot Sales by Date



Total Sales by Date and Year



Orders by Year



Top Year



Analyst Profile



Select all

2019

2020

Select all

April

August

December

February

January

July

June

March

May

November

October

September

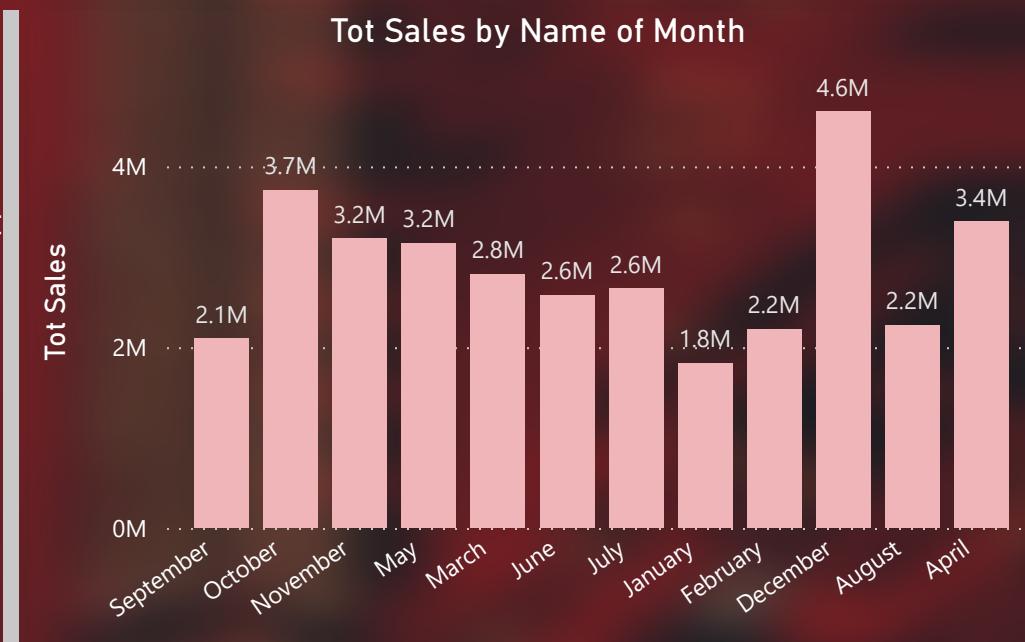


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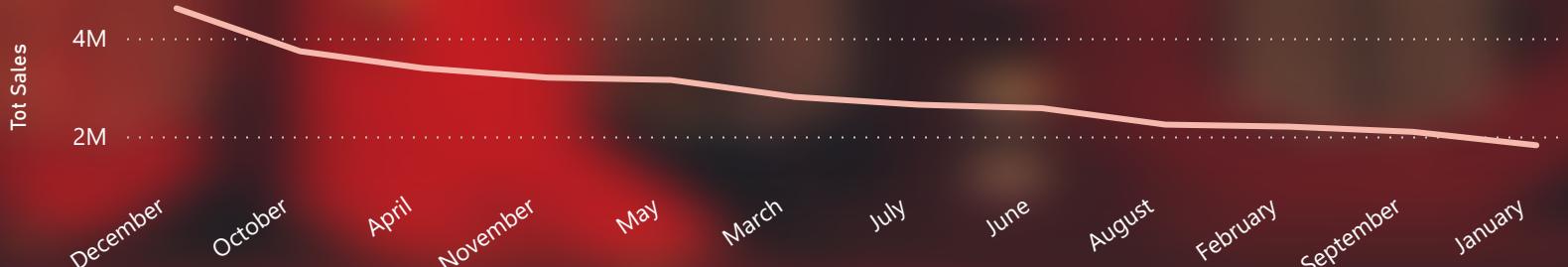
Best month for sales was December. Highest sales were 4608295.

It is also interesting to note that poor month for sale was January in both years.

Highest Sale in month of December followed by lowest sale in month of January could be because event of Christmas. People purchase ahead of Christmas and new years eve



Tot Sales by Name of Month



Top Month

**Top month for sales was December 2019**



Analyst Profile



Product

All



## Highest Sold Together products were Lightning Charging Cable and iphone

	Market Basket	Count of Market Basket	Count of Order ID
1		19834	19834
10		19855	19855
10-1		12	6
10-10		38	19
10-11		34	17
10-11-6		3	1
10-12		34	17
10-13		64	32
10-14		14	7
10-15		4	2
10-16		28	14
10-17		8	4
10-18		4	2
10-19		30	15
10-2		70	35
10-3		24	12
10-4		10	5
10-5		22	11
10-6		6	3

Product ID	Product	Count of Order ID
1	USB-C Charging Cable	21855
6	Lightning Charging Cable	21604
10	AAA Batteries (4-pack)	20593
8	AA Batteries (4-pack)	20542
4	Wired Headphones	18847
9	Apple Airpods Headphones	15525
2	Bose SoundSport Headphones	13298
13	27in FHD Monitor	7498
11	iPhone	6840
7	27in 4K Gaming Monitor	6225
19	34in Ultrawide Monitor	6174
3	Google Phone	5522
12	Flatscreen TV	4794

At 21,859, USB-C Charging Cable had the highest Count of Market Basket and was 3,283.75% higher than LG Dryer, which had the lowest Count of Market Basket at 646. USB-C Charging Cable accounted for 11.77% of Count of Market Basket.

Across all 19 Product, Count of Market Basket ranged from 646 to 21,859.

### Count of Market Basket by Product





Analyst Profile

Hour

0

23



Hour	Count of Order ID	Sum of Revenue
19	12886	2,411,971.14
12	12573	2,314,359.85
11	12392	2,296,619.84
18	12263	2,218,374.01
20	12218	2,280,784.36
13	12115	2,152,369.98
14	10965	2,082,513.70
10	10929	1,942,988.08
21	10905	2,040,790.48
17	10884	2,126,553.97
16	10359	1,902,523.20
15	10159	1,940,623.20
22	8808	1,606,243.85
9	8740	1,638,784.04
23	6262	1,177,792.82
8	6252	1,192,309.20
7	4002	744,067.32
0	3902	713,548.66
6	2481	447,963.01



# 7:00:00 PM

## Best Advertisement Time

Best Time/Hour for Advertisement is 7PM because it is the time customers are placing highest orders. Followed by 12PM, 11AM, 6PM, and 8PM as highest time of order placement.

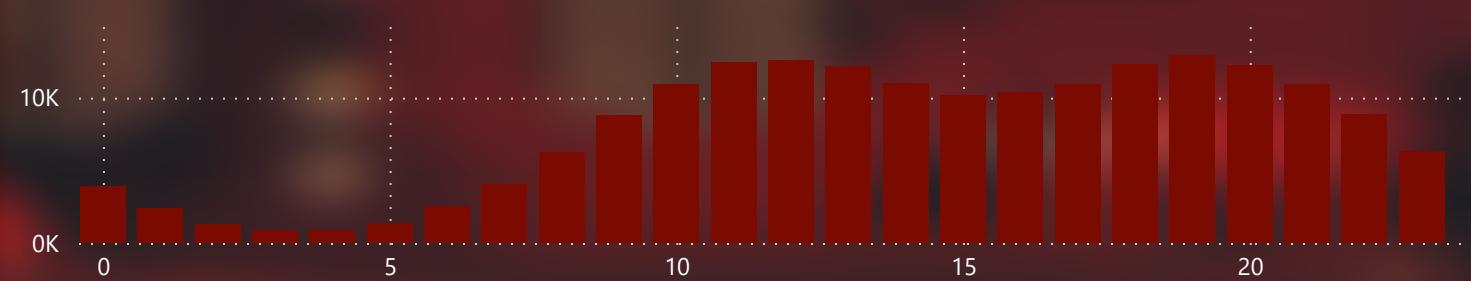
Suitable Hours for Advertisement Campaigns:  
6 - 9 pm,  
11-12 pm  
overall 11am to 9 pm

At 12,886, 19 had the highest Count of Order ID and was 1,452.53% higher than 3, which had the lowest Count of Order ID at 830.

19 accounted for 6.94% of Count of Order ID.

Across all 24 Hour, Count of Order ID ranged from 830 to 12,886

### Orders by Hour



### Best Advertisement Time

# 7PM is Best Time/Hour for Advertisement



Analyst Profile



## AAA Batteries (4-pack)

Highest Quantity Ordered

Product	Count of Order ID	Sum of Quantity Ordered
USB-C Charging Cable	21855	23931
Lightning Charging Cable	21604	23169
AAA Batteries (4-pack)	20593	30986
AA Batteries (4-pack)	20542	27615
Wired Headphones	18847	20524
Apple Airpods Headphones	15525	15637
Bose SoundSport Headphones	13298	13430
27in FHD Monitor	7498	7541
iPhone	6840	6847
27in 4K Gaming Monitor	6225	6239
34in Ultrawide Monitor	6174	6192
Google Phone	5522	5529
Flatscreen TV	4794	4813
Macbook Pro Laptop	4721	4725
ThinkPad Laptop	4126	4128
20in Monitor	4098	4126
Vareebadd Phone	2065	2068
LG Washing Machine	666	666
LG Dryer	646	646

## USB-C Charging Cable

Highest Orders Placed

**Highest Quantity purchased was of product AAA Batteries (4-Pack)**

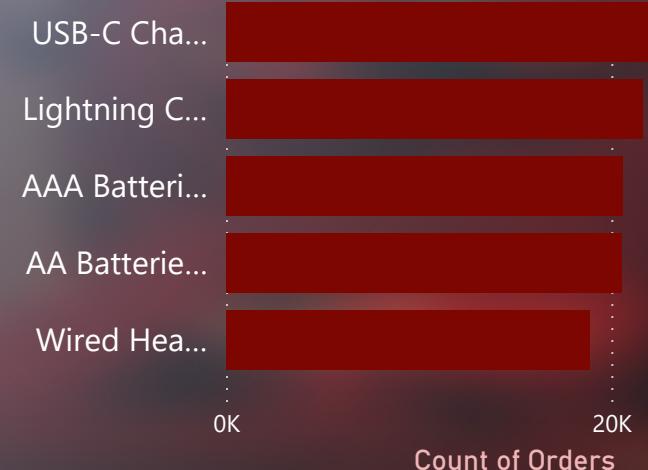
**Highest Revenue generating product was Macbook Pro Laptop**

## Macbook Pro Laptop

Highest Revenue Generated

**Most Ordered Product was USB-C Charging Cable**

Count of Orders by Product



Top Product



Analyst Profile



City

All



Month

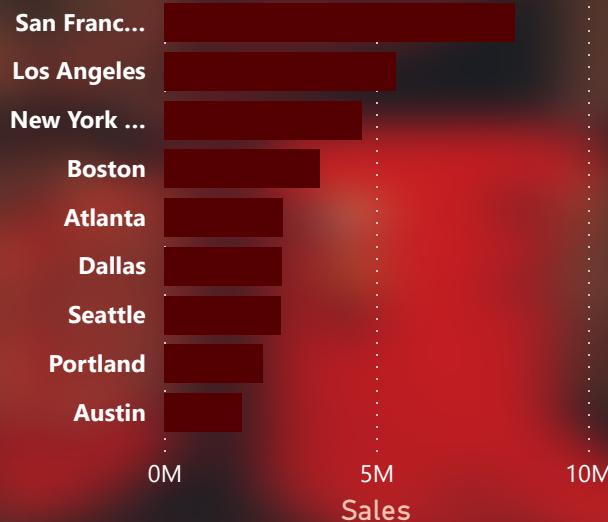
All

Year

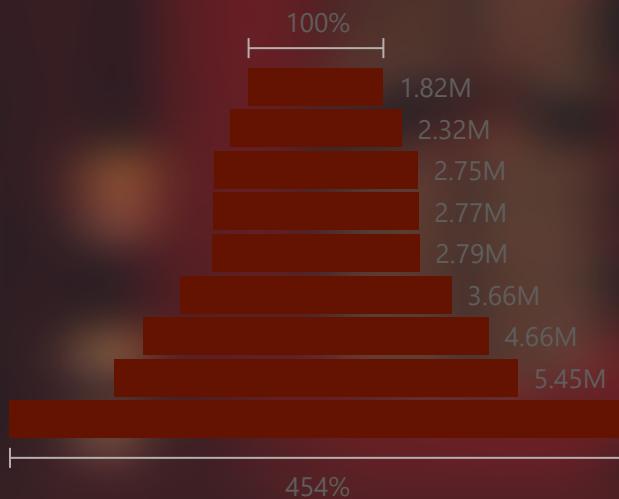
All

# Highest Sales were in San Francisco City

## Sales by City



## Total Sales by City



San Francisco  
Highest Orders placed

San Francisco  
Highest Quantity Ordered

San Francisco  
Highest Sales



Top City



## Rija Zainab

Business Administration Graduate and a Analytics Enthusiast.

Focused on building strength in tools - SQL, Power BI, MS Excel, Google Sheets and SSIS.

Worked as Business Analyst and Technical Project Coordinator.



rijazainab@gmail.com



<https://www.linkedin.com/in/rijazainab>



<https://github.com/RijaZainab/Power-Bi-projects>

**Analyst Profile**



Analyst Profile



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This report is part of a 4 weeks Power BI course by DLce Analytics and submitted as course project.  
Challenge picked for the project: [https://pomerolpartners.com/dataset\\_challenge/december-2022/](https://pomerolpartners.com/dataset_challenge/december-2022/)

Buttons used for Home page, Insights page and for navigation for other sections.

Bookmarks used on cities page for overall insights for cities and for top city.

Profile button is added to provide more information about the report builder and for sharing feedback.

Report has 10 pages including a page for profile and information each.



Preparing Q&A

Information about Report