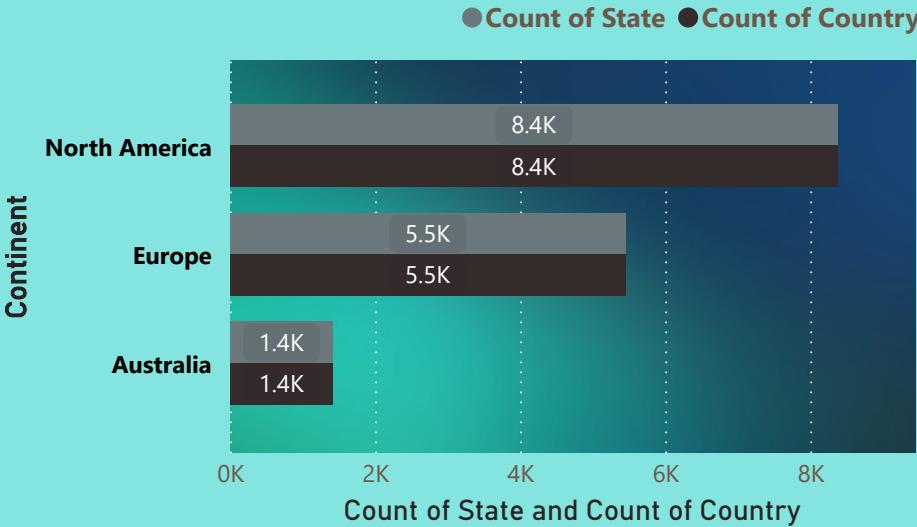


# DataSpark: Illuminating Insights for Global Electronics

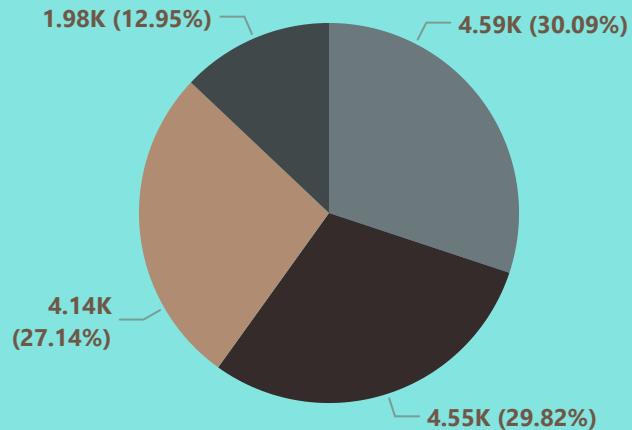
*By analyzing Global Electronics' customer, product, sales, and store data, we aim to identify key insights that will enhance marketing strategies, optimize inventory management, and improve sales forecasting. This will help tailor marketing campaigns, develop better products, plan effective promotions, and decide on store expansions and optimizations. Additionally, understanding the impact of currency exchange rates on sales will allow for better international pricing strategies. Overall, these insights will help Global Electronics increase customer satisfaction and drive business growth.*

# Customer Analysis

Count of State and Count of Country by Continent



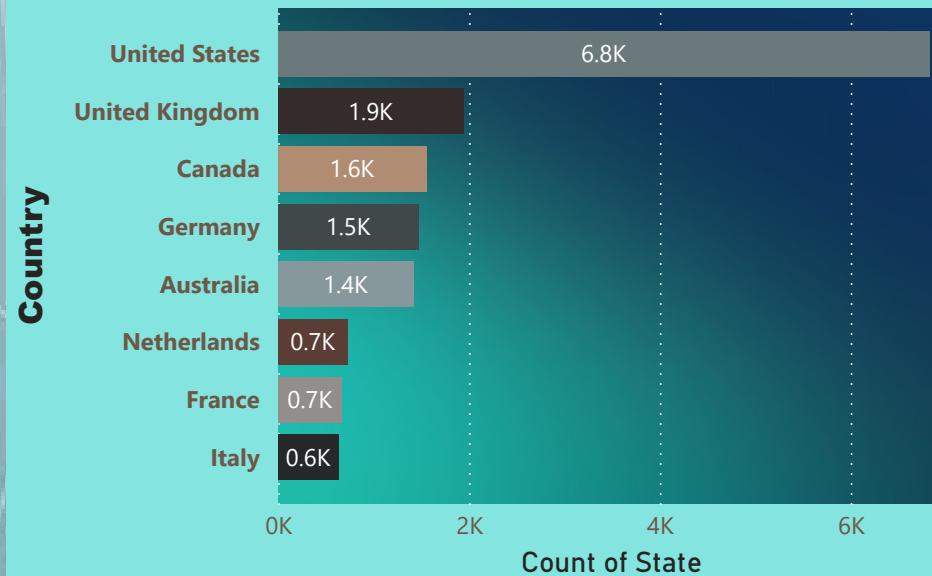
Count of Birthday by AgeCategory



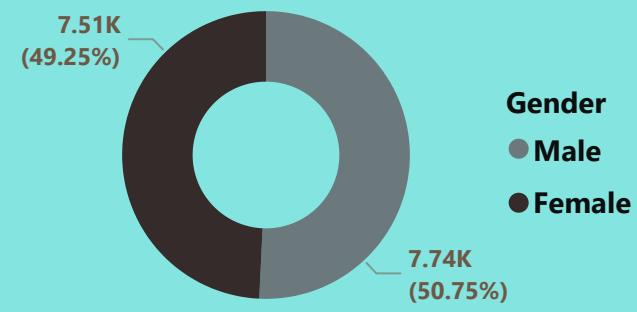
State

(Blank)
Aberdeen
Aberdeenshire
Agrigento
Alabama
Alaska
Alberta
Alessandria
Allerdale
Alsace
Amber Valley
Ancona
Anglesey
Angus
Aosta
Aquitaine
Arezzo
Argyllshire
Arizona
Arkansas
Armenia

Count of State by Country and Country



Count of Gender by Gender



customer counts

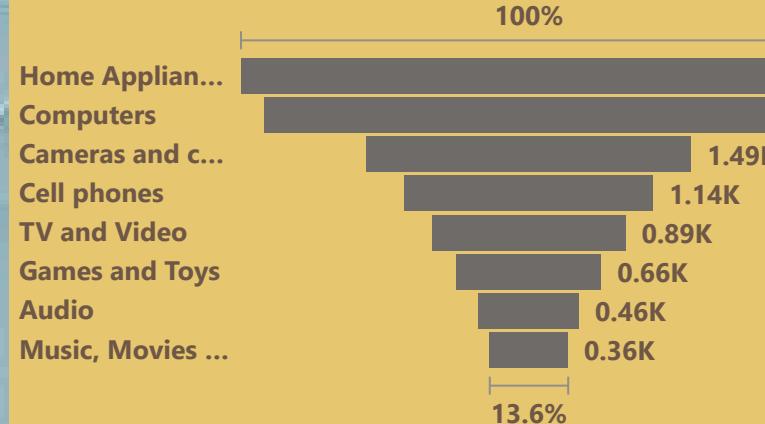
15.108K

## Insights Summary

- a. The customer base is fairly balanced between genders, with a slight male majority.
- a. North America is the largest market, driven primarily by the U.S., indicating a strong presence in this region.
- a. Age distribution shows a substantial proportion of customers in the 60-80 age range, suggesting a potential focus on products suited for older demographics.
- a. The data from Europe and Australia indicates opportunities for growth in those regions, particularly in the UK and Germany.

# Sales And Product Analysis

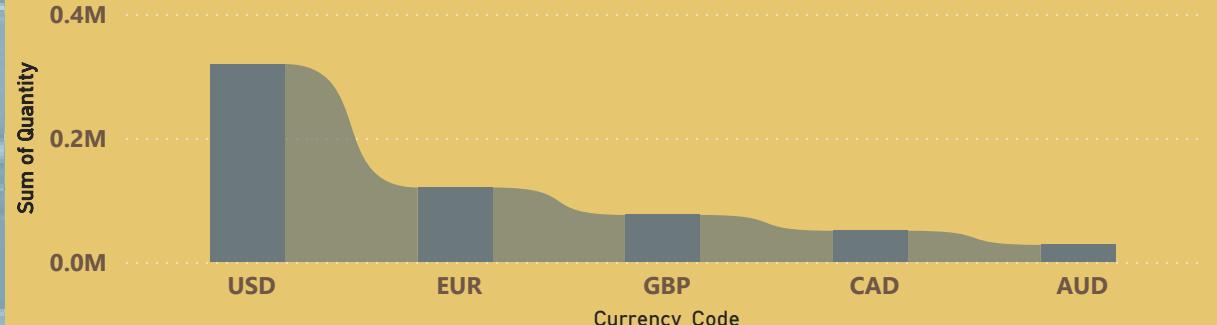
Count of Category by Category



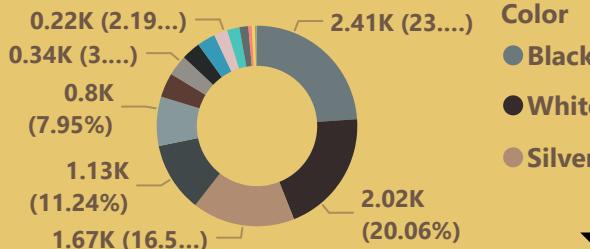
Sum of Quantity by Year



Sum of Quantity by Currency\_Code

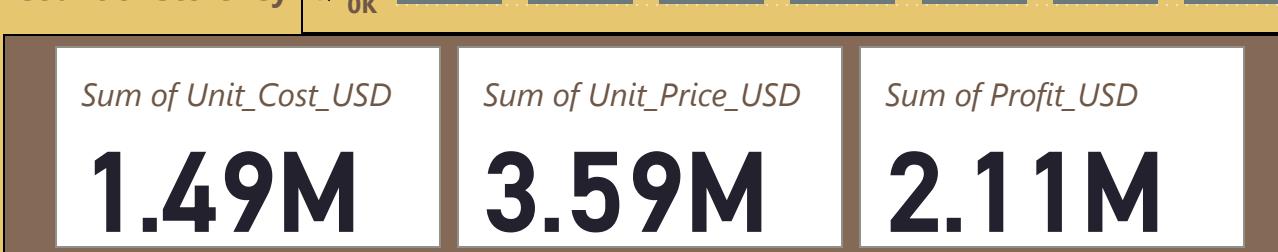


Count of Color by Color



67

Count of StoreKey



CountryName and Currency\_Code

Currency\_Code ● AUD ● CAD ● EUR ● GBP ● USD



Contoso

**8,17,046.72**

Sum of Unit\_Price\_USD

Fabrikam

**6,61,921.48**

Sum of Unit\_Price\_USD

Litware

**5,08,659.76**

Sum of Unit\_Price\_USD

Adventure Works

**3,97,479.32**

Sum of Unit\_Price\_USD

Proseware

**3,11,678.52**

Sum of Unit\_Price\_USD

Wide World Importers

**2,79,117.40**

Sum of Unit\_Price\_USD

The Phone Company

**1,73,996.00**

Sum of Unit\_Price\_USD

## Sales Insights Summary:

### Overall Sales Performance:

The *Home Appliances* category contributed \$2.44K towards total sales of \$3.59M USD. Sales saw significant growth in 2019, but 2021 experienced the lowest performance across all categories.

### Sales by Product:

The highest revenue-generating product is the *Fabrikam Refrigerator 24.7CuFt X9800*, which sold for \$8,559.08 USD. The product with the lowest sales is the *SV USB Data Cable*, priced at \$1.88 USD.

### Sales by Store:

A total of 67 stores contribute to overall sales, with 24 stores located in the United States being the largest market.

### Sales by Currency:

Sales in *USD* contributed 53.81%, while *EUR* contributed 20.52%. Among other currencies, *AUD* contributed 25.75% and *CAD* contributed 24.68% of the total sales, indicating significant contributions outside of the U.S.

## Product Insights Summary

### Product Popularity:

- The **CONTOSA** brand is the top performer, generating a total of **\$8.17M USD** in sales, while the **Tailspin Toys** brand generated the lowest sales, at **\$27,527.44 USD**.

### Profitability Analysis:

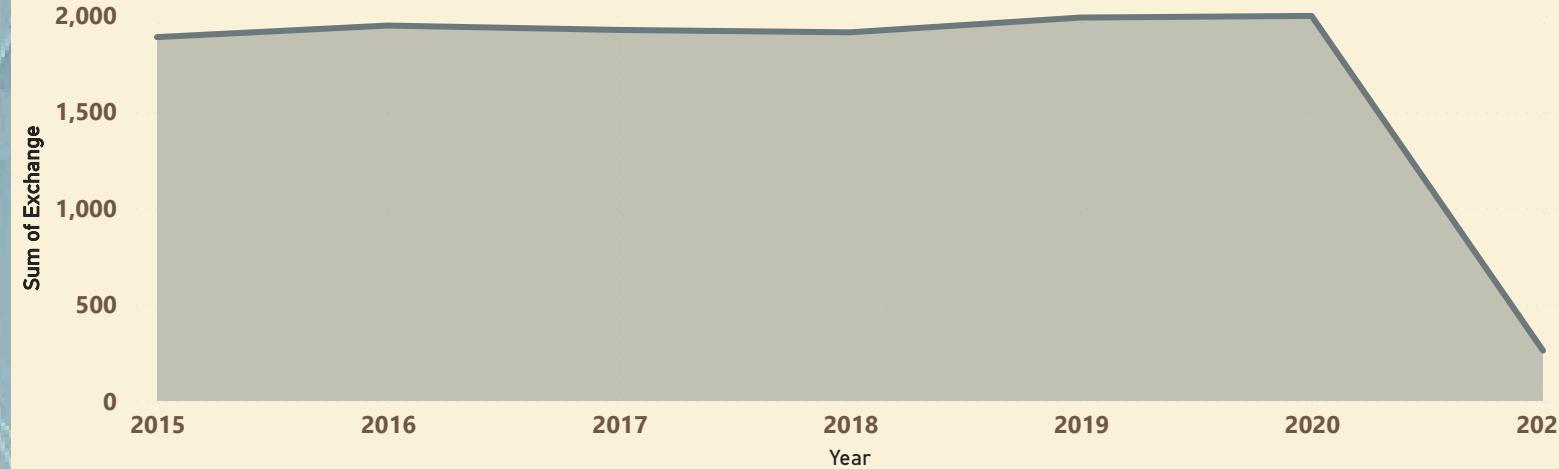
- The total **unit cost** stands at **\$1.49M USD**, while the **unit price** reached **\$3.59M USD**, resulting in an annual profit of **\$2.11M USD**.

### Category Analysis:

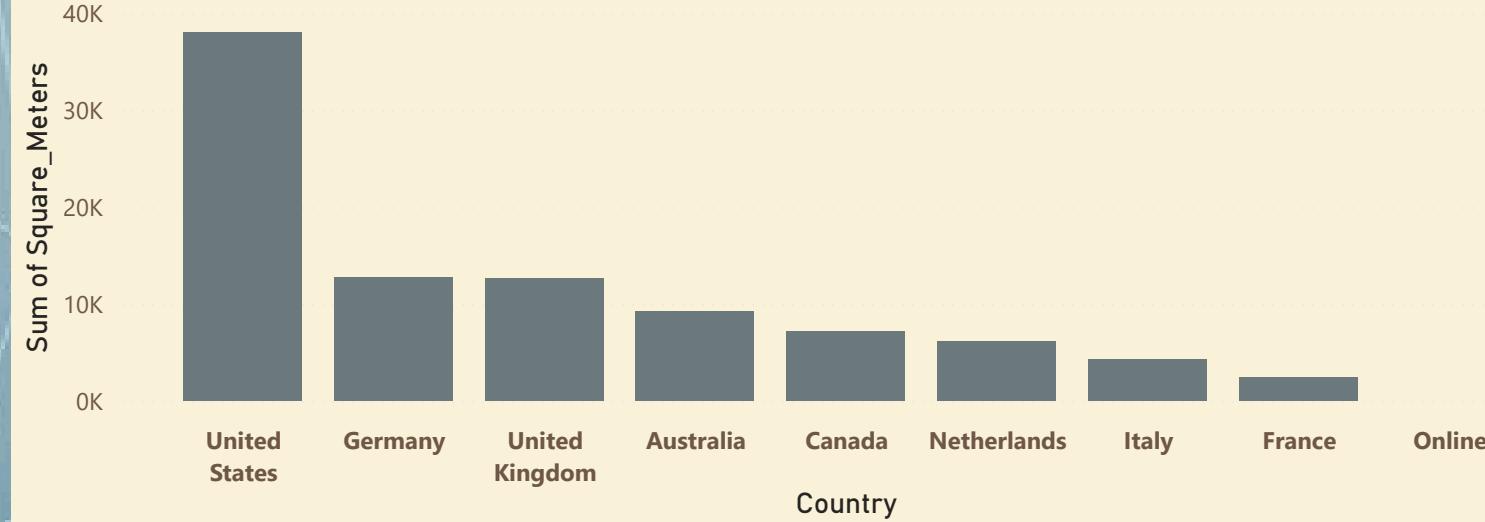
- Washers and dryers** are the most sold items, with **40%** of sales coming from black and white color variants. Other popular categories include **computers, cameras, and smartphones**, which come second after **home appliances**.

# Store and Exchange Analysis:

Sum of Exchange by Year



Sum of Square\_Meters by Country



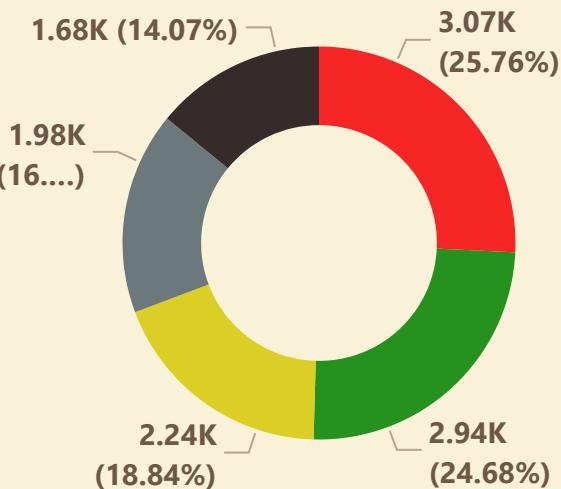
Sum of Exchange

**11.91K**

Sum of Square\_Meters

**92.55K**

Sum of Exchange by Currency\_Code



- AUD
- CAD
- USD
- EUR
- GBP

## Store Performance Insights

- 1. United States leads with 24 stores, covering a total area of 37,990 sqm, which contributes to the overall store size of 92.55K sqm. Despite having only 3 stores, Italy contributes \*4,300 sqm, while France, with 7 stores, only covers 2,390 sqm, placing both countries at the bottom of the list in terms of store size.
- 1. The **online store** contributes to sales but has no physical size. Sales from the United States account for 53.81% of the total, reflecting strong store performance in this region.
- .

## Geographical Analysis Insights

- 1. In terms of store distribution, the **United States** has 24 stores, **Germany** has 9 stores, and the **UK** operates 7 stores.
- 1. In terms of currency contribution, the **Euro** accounts for 20.24%, while the **GBP** contributes an average of 12.79% to sales.
- 1. Sales performance in 2021 fell sharply, with the exchange rate at \$11.39K, compared to \$205,320 in 2019, indicating a drastic drop in overall sales influenced by exchange rate fluctuations.

## Global Electronics Insights Report

### Problem Statement:

**Global Electronics, a leading consumer electronics retailer, aims to utilize data-driven insights to enhance customer satisfaction, optimize operations, and drive business growth. By analyzing customer demographics, product performance, sales data, and store metrics, the company seeks to identify areas for improvement, tailor marketing strategies, and develop better pricing models, particularly considering currency exchange rate impacts.**

### Business Use Cases:

**The primary goal is to improve marketing efforts, optimize inventory management, and enhance sales forecasting. By understanding customer preferences and regional sales patterns, Global Electronics can refine its promotions, product offerings, and expansion plans. The impact of currency exchange on international sales is also critical to adjusting pricing strategies across markets.**

## **Conclusion:**

This comprehensive analysis of customer demographics, product performance, store performance, and geographical trends provides Global Electronics with critical insights for decision-making. By focusing on high-performing categories, optimizing store operations, and adjusting strategies based on currency fluctuations, the company can drive business growth and improve customer satisfaction across regions.

Presented by Mohammed Riyaskhan S.