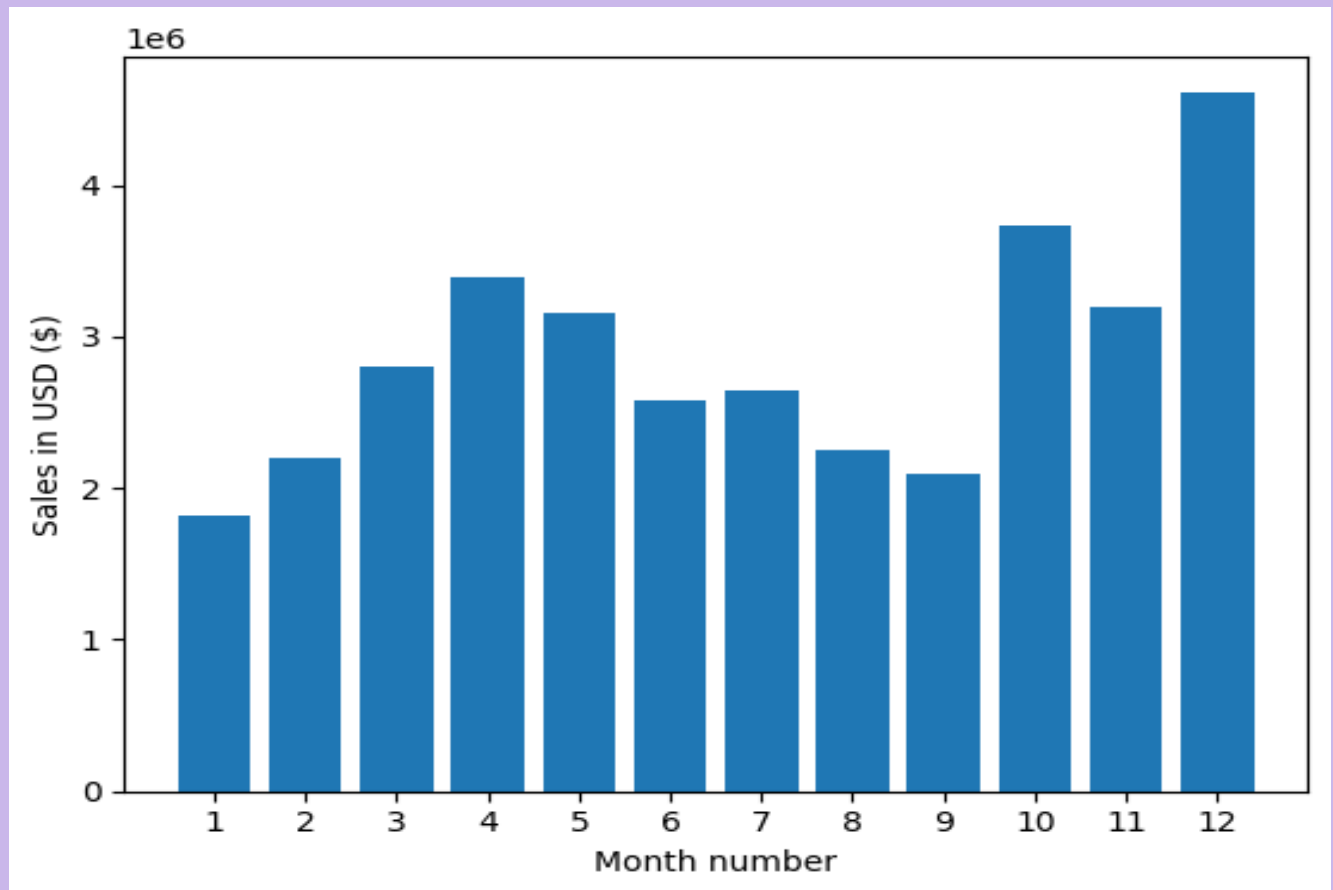


Sales Analysis Report

- By Rohit Shahare

I simply answer few question with the help of visualization and text

Question 1: What was the best month for sales? How much was earned that month?



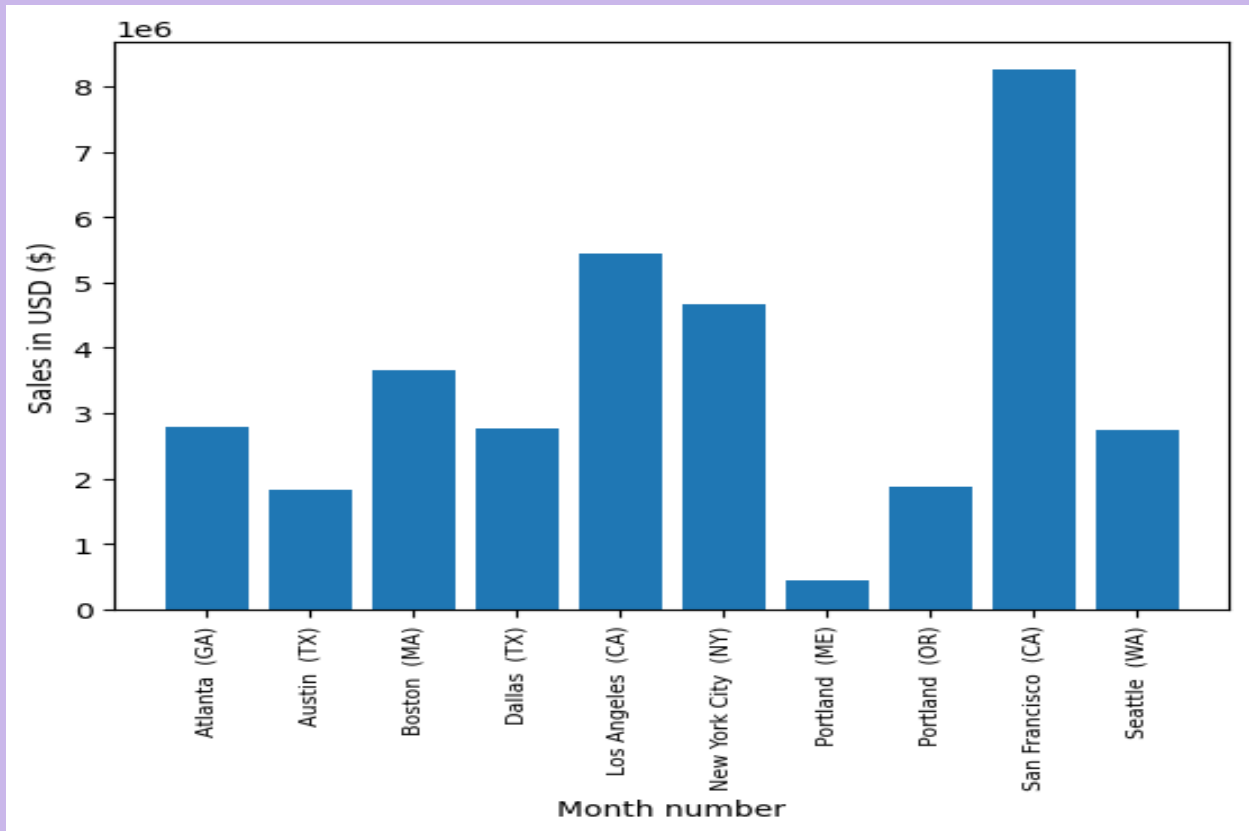
By looking at the visualization

Worst in January then goes up in April then goes down in September then goes high in December.

So best month of sales is December by \$4.6 million and after that October with \$3.7 million sales

Why - Because in December there is a festival called Christmas and everybody buying gifts for relative, friends

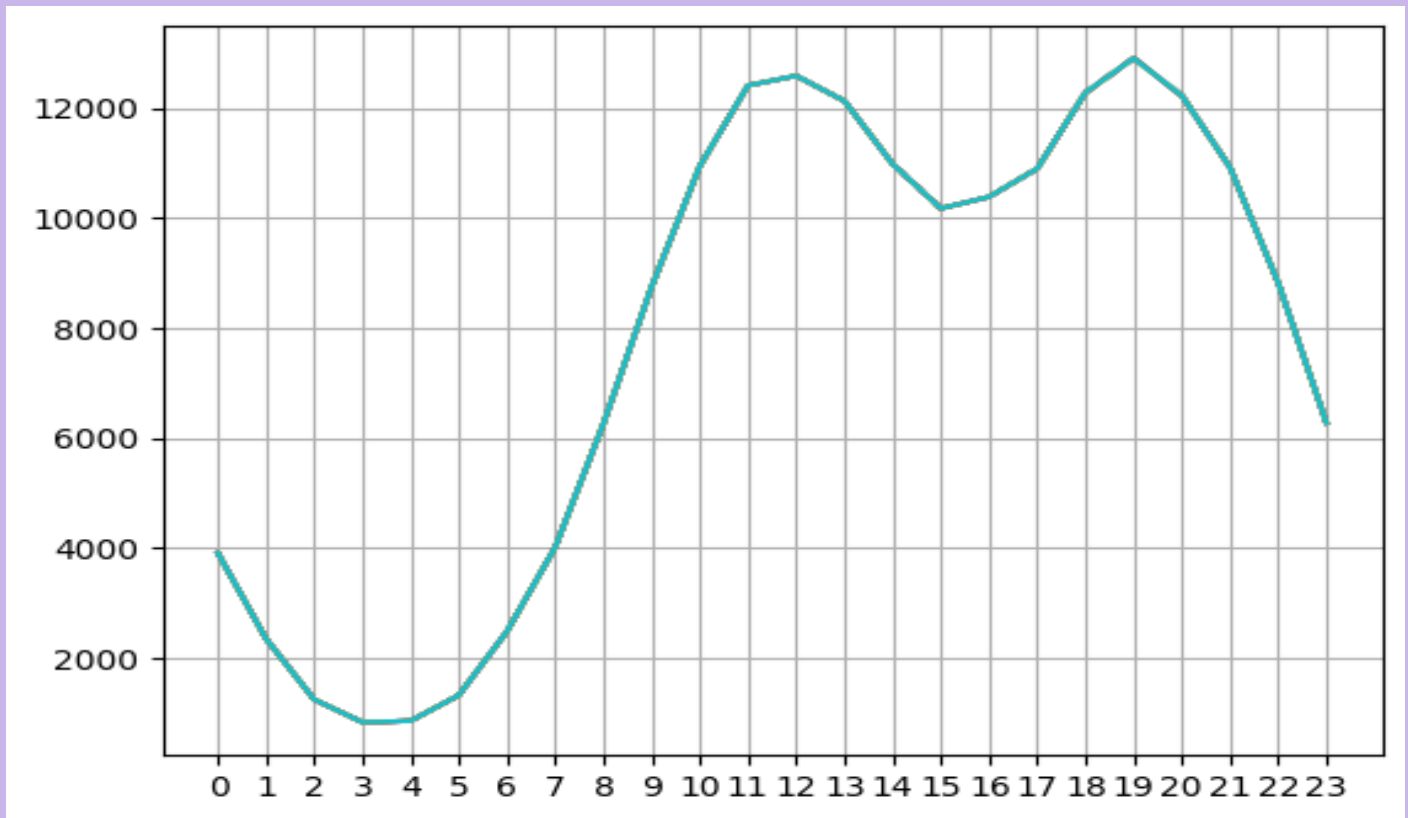
Question 2: What city sold the most product?



I see that San Francisco is the best performance city among all

- why -
1. San Francisco needs more electronics or more rich people live there
 2. Maybe advertisements spend more money to advertise there
 3. Due to the geographical area is more

Question 3: What time should we display advertisements to maximize likelihood of customer's buying product?



By looking at graph we see that in morning 10 - 11 a.m and around evening 6-7 p.m (18,19) people are buying more product

so i recommended that we can place our add at 30-60 min before 10 a.m and 6 p.m . that is more benificiar

why - in moring people waking up, doing other stuff then free around 9-10 am

and in evining people come from office then free so they watching TVs, mobile

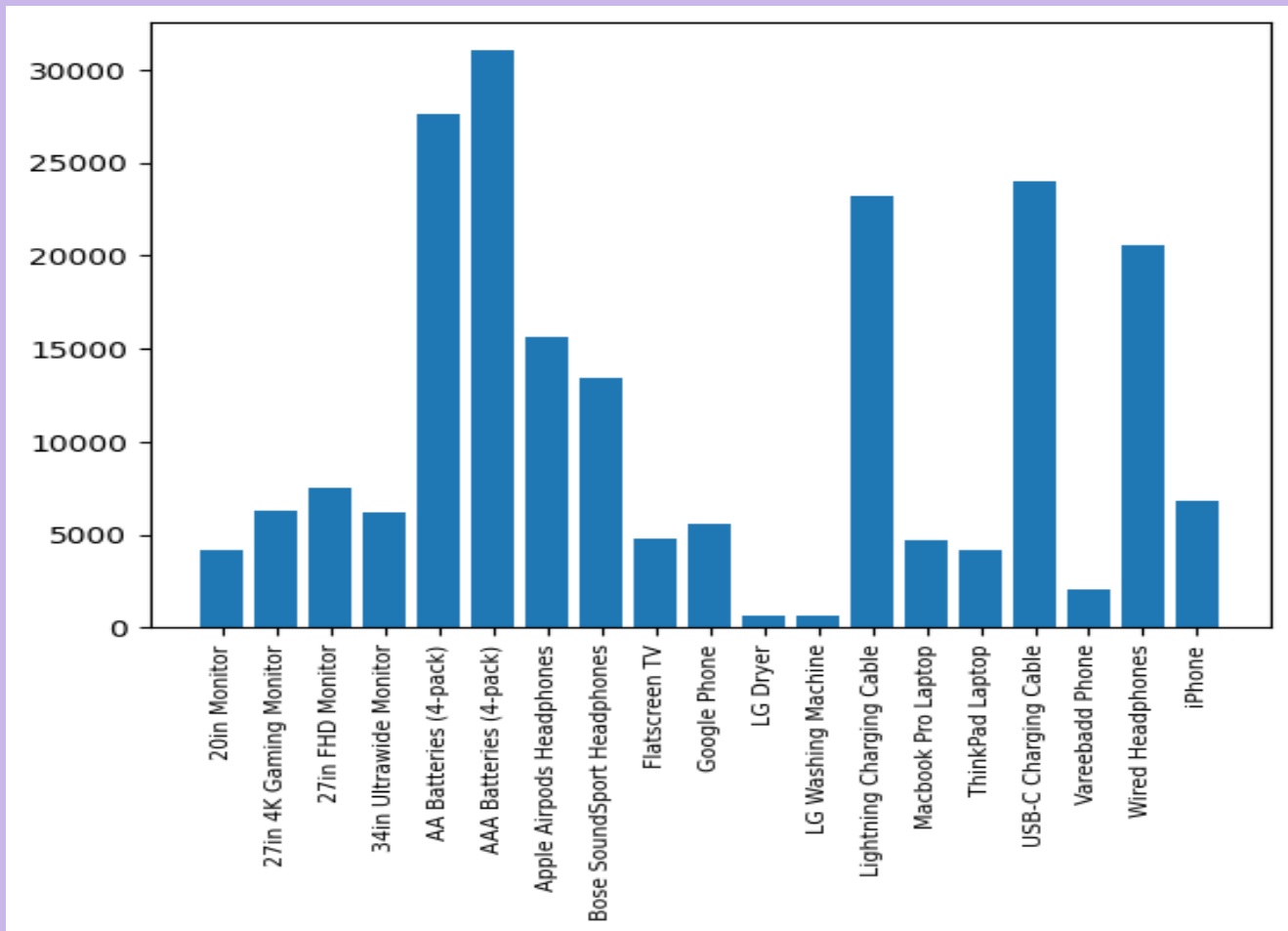
Question 4: What products are most often sold together?

```
('iPhone', 'Lightning Charging Cable') 1005  
( 'Google Phone', 'USB-C Charging Cable') 987  
( 'iPhone', 'Wired Headphones') 447  
( 'Google Phone', 'Wired Headphones') 414  
( 'Vareebadd Phone', 'USB-C Charging Cable') 361  
( 'iPhone', 'Apple Airpods Headphones') 360  
( 'Google Phone', 'Bose SoundSport Headphones') 220  
( 'USB-C Charging Cable', 'Wired Headphones') 160  
( 'Vareebadd Phone', 'Wired Headphones') 143  
( 'Lightning Charging Cable', 'Wired Headphones') 92
```

We can see that iphone + lightning charging cable sold 1005 times together after that google phone with TYPE C charging cable 987 times sold together and so that

becuase iphone and google does not provide charging cable with phone that why the sold more than any other item

What product sold the most? Why do you think it sold the most?



We can see that in graph that AA & AAA batteries are sold most around 28000-30000

why - because it is the cheapest item

Thank You Very much for visit
dont forget feedback/suggestion