DataSpark - Illuminating Insights for Global Electronics

## Capstone Project – 2

By:

SILMBARASAN S

Customer Analysis

Gender Analysis:

- We can see the male customers are dominating in number when compared to female

- Female targeted advertisements can help us fight this imbalance and grow overall sales

Age Analysis:

- The customers are bucketed based on their age and then visualised using the bar chart.

- We can see that the people above 65 years are higher in counts than others
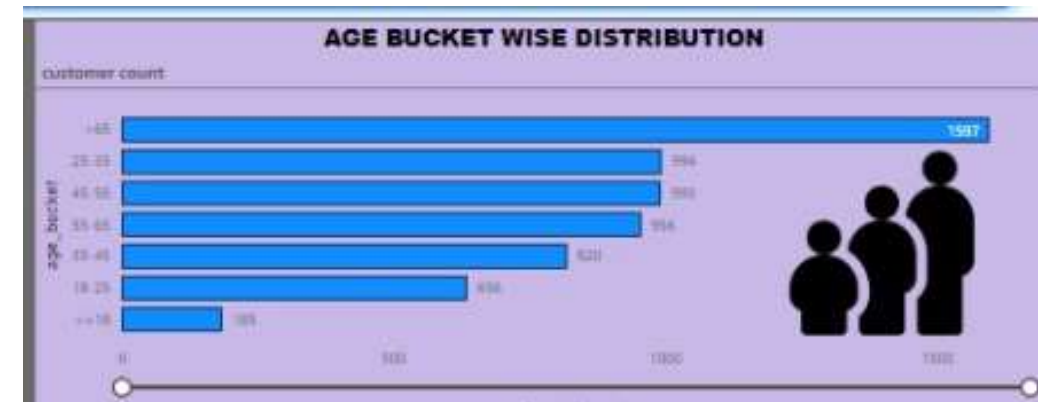
Customer Analysis

- **Gender Analysis:**

- The locations wise analysis was represented using the world map.
- The size of the bubble says about the intensity of sales from that area.
- The country wise analysis suggests that the North America is having Highest sales.
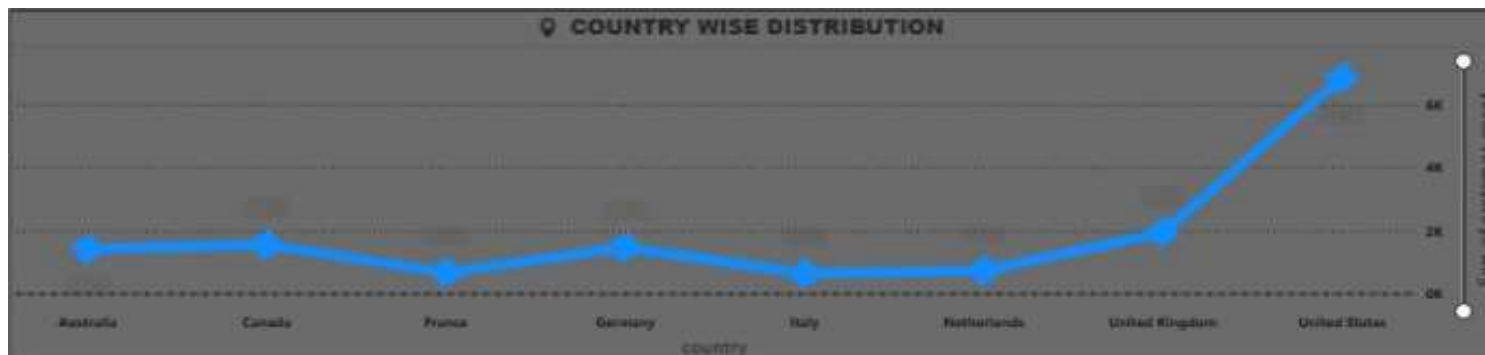
Sales Analysis

Monthly sales:

- We can see the highest sales are there in Jan, Feb and Dec for which the inventory should be ready to face the hike in demand.

- The April and march month has recorded the lowest sales which can be overcome by doing proper marketing and maintaining good product portfolio
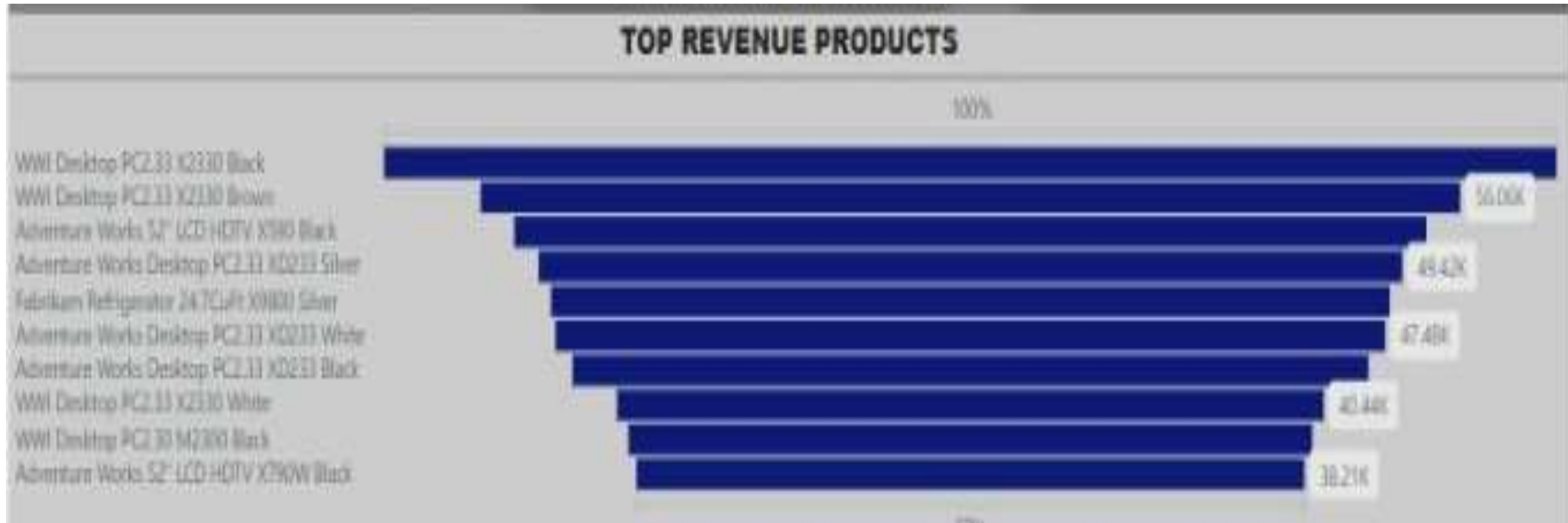
Top Performers:

- We can see that the computers are the top performers maintaining good SKU based on colours is important as we can see god proportion in each color

Sales Analysis

TOP REVENUE PRODUCTS

100%

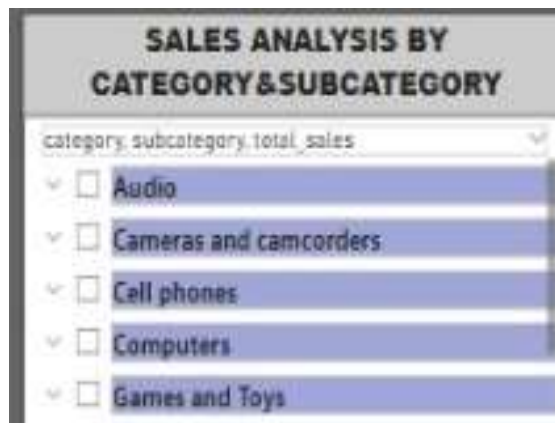| Product	
WWI Desktop PC2.33 X2330 Black	
WWI Desktop PC2.33 X2330 Brown	56.0K
Adventure Works 52" LCD HDTV X590 Black	
Adventure Works Desktop PC2.33 XD233 Silver	49.4K
Fabrikam Refrigerator 24.7CuFt X9800 Silver	
Adventure Works Desktop PC2.33 XD233 White	47.4K
Adventure Works Desktop PC2.33 XD233 Black	
WWI Desktop PC2.33 X2330 White	40.4K
WWI Desktop PC2.30 M2300 Black	
Adventure Works 52" LCD HDTV X790W Black	38.2K

Product Analysis

Profit Margin by Top Products:

- From the Donut chat that has been shown for the top 10 products ti has been understood that the 10 tier products are not non uniformly distributed, they are properly distributed suggesting good signs.

Sales Analysis

Least 10 Frequency Products:

- We can see that the larger proportion of the least 10 products are from home appliances, camera segment.

- Making the competitor analysis will help us understand the gaps in our current products.

Top 10 Frequency Products:

- The top selling products are from the Desktop and computer segment.

- It's recommended to maintain sufficient inventory to meet the customer demand

LEAST 10 FREQUENCY PRODUCT

product_name

Adventure Works Laptop15.4W M1548 Red
Adventure Works Laptop16 M1601 Red
Contoso Microwave 1.5CuFt X0110 Black
Litware Microwave 0.8CuFt E080 Silver
Litware Microwave 1.5CuFt X110 Blue
Proseware Air conditioner 12000BTU M640 Silver
Proseware High Speed Laser M2000 White

TOP 10 FREQUENCY PRODUCTS

product_name

Adventure Works Desktop PC1.60 ED160 Black
Contoso DVD 7-Inch Player Portable E200 Silver
Contoso DVD Recorder L210 Silver
SV DVD 9-Inch Player Portable M300 Black
WWI Desktop PC1.80 E1800 White
WWI Desktop PC1.80 E1801 Brown
WWI Desktop PC2.30 M2300 Black
WWI Desktop PC2.33 X2330 Black
WWI Desktop PC2.33 X2330 Brown

Store Analysis

Overall Analysis:

- After seeing the total revenue, it has been understood that the sales from north American stores are the highest.

- There are very less number of stores in Australia which can cost us the opportunity.

- Spreading the company across the Australia can help the company grow its sales well


OVERALL ANALYSIS

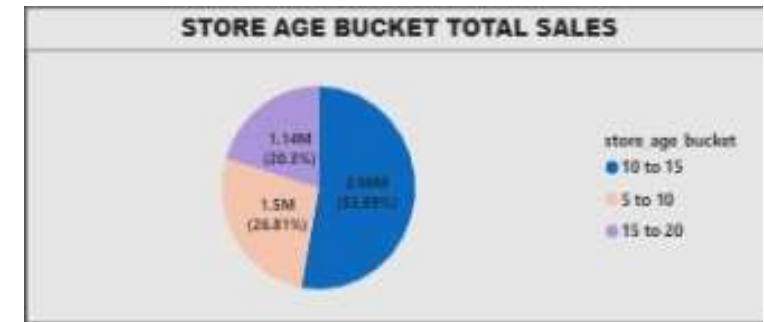| Continent	Country	State	storekey	total revenue USD
Australia	Australia	Australian Capital Territory	1	4,562.95
Australia	Australia	Tasmania	4	1,04,899.89
Australia	Australia	Victoria	5	6,15,067.94
Australia	Australia	Western Australia	6	2,41,553.43
Europe	France	Basse-Normandie	12	5,472.40
Europe	France	Corse	13	8,748.39
Europe	France	Franche-Comté	14	3,179.74
Europe	France	Limousin	16	26,987.24
Europe	France	Martinique	17	2,621.43
Europe	France	Mayotte	18	28.95
Europe	Germany	Berlin	19	88,239.16
Europe	Germany	Brandenburg	20	56,573.61
Europe	Germany	Freie Hansestadt Bremen	21	46,413.63
Europe	Germany	Freistaat Thüringen	22	2,06,160.44
Europe	Germany	Hamburg	23	79,370.15
Europe	Germany	Hessen	24	1,30,467.47
Europe	Germany	Sachsen-Anhalt	27	1,24,385.47
Europe	Netherlands	Drenthe	31	35,485.91
Europe	Netherlands	Flevoland	32	46,541.16
Europe	Netherlands	Friesland	33	89,140.96
Europe	Netherlands	Groningen	34	37,643.32
North America	Canada	Newfoundland and Labrador	8	11,374.73
North America	Canada	Northwest Territories	9	18,708.04
North America	Canada	Nunavut	10	7,242.76
North America	United States	Alaska	43	79,260.13

Store Analysis

Store Size analysis:

- We can see that the stores with the area between 1750 to 2000 are contributing to morethan 50% of the entire sales.

- We can see the stores with the highest area are not the highest selling.
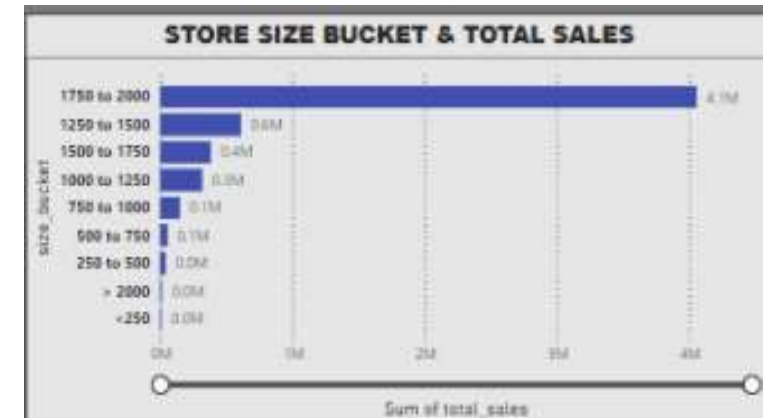
Store Age analysis:

- If the age of the store is between 10-15 then they are contributing to the highest amount of sales.

Thank You