

# DataSpark - Illuminating Insights for Global Electronics

Capstone Project - 2

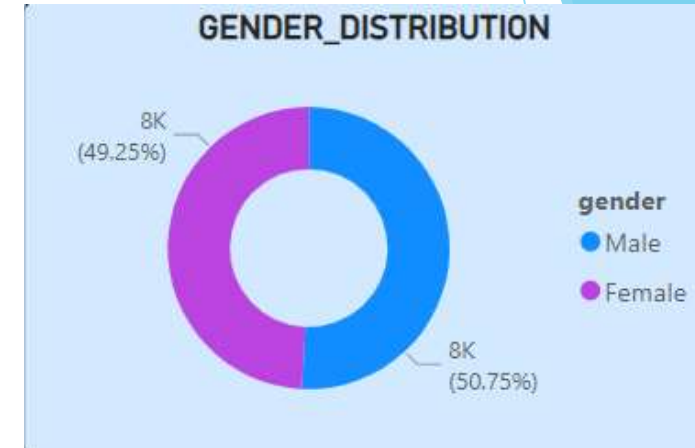
By:

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# Customer Analysis

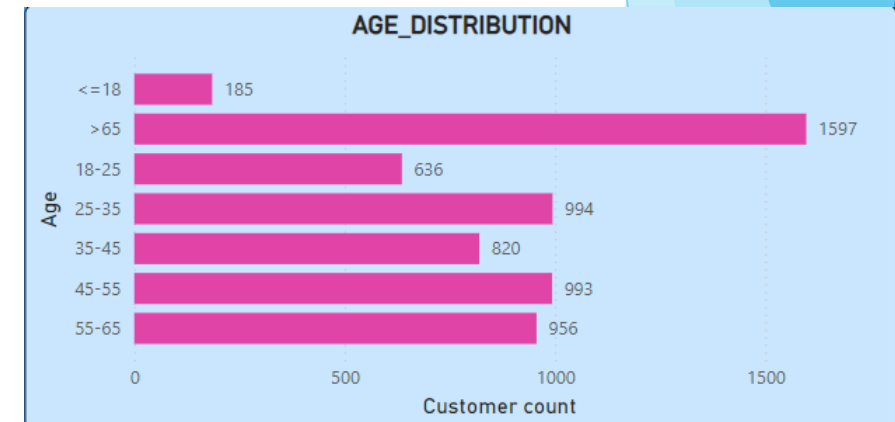
## Gender Analysis:

- Male customers currently outnumber female customers.
- Implementing targeted advertisements aimed at female
- customers could help address this imbalance and drive overall sales growth.



## Age Analysis:

- Customers are grouped by age buckets and visualized using a bar chart.
- The analysis reveals that individuals over 65 years constitute the largest age group.



# Customer Analysis

## Gender Analysis:

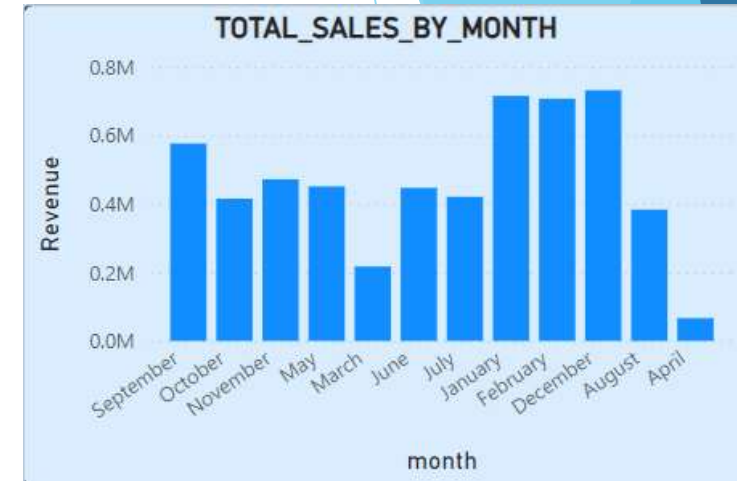
- Location-based analysis is visualized on a world map, with highlighted areas indicating sales intensity by area.
- The country-level analysis shows that North America has the highest sales volume.



# Sales Analysis

## Monthly sales:

- Sales peak in January, February, and December, indicating the need for adequate inventory to meet increased demand.
- April and March show the lowest sales, which could be improved through targeted marketing and a well-rounded product portfolio.



## Top Performers:

- Computers are the top-performing category, and maintaining a well-balanced SKU selection by color is important, as there's strong demand across a variety of colors.

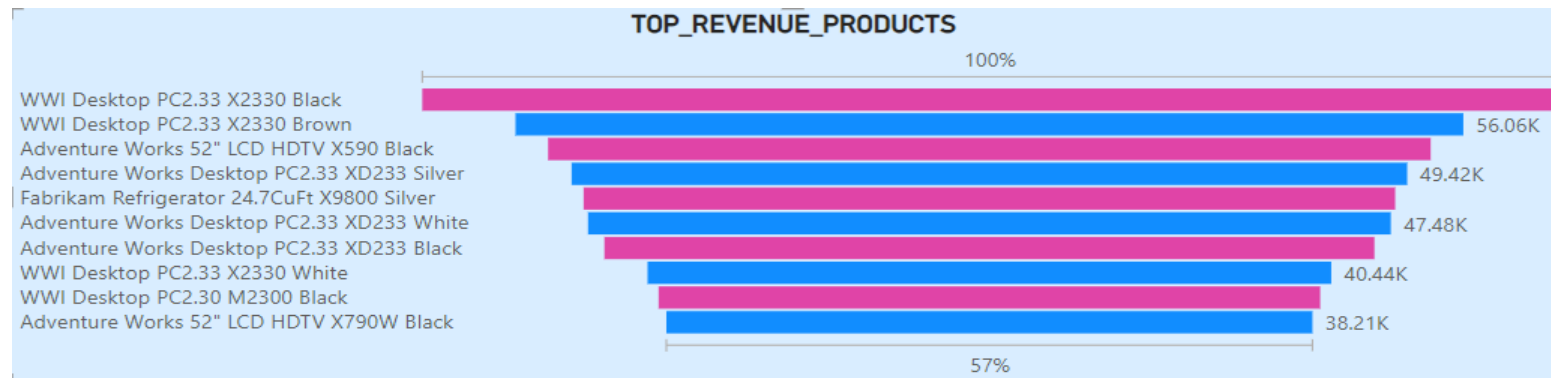
**TOP\_PREFERRABLE\_PRODUCT**

product_name	Sum of total_quantity
Adventure Works Desktop PC1.60 ED160 Black	83.00
Contoso DVD 7-Inch Player Portable E200 Silver	60.00
Contoso DVD Recorder L210 Silver	61.00
SV DVD 9-Inch Player Portable M300 Black	60.00
WWI Desktop PC1.80 E1800 White	81.00
WWI Desktop PC1.80 E1801 Brown	70.00
WWI Desktop PC2.30 M2300 Black	70.00
<b>Total</b>	<b>679.00</b>

# Sales Analysis

## Revenue sales:

- Here we can see the total list of products and their revenue of them.



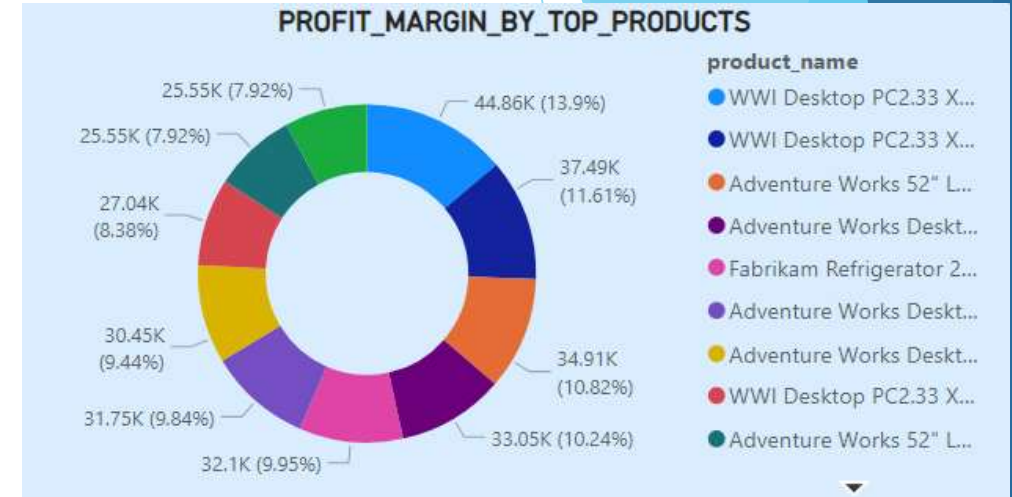
- According to the store keys, the revenue from each store key is shown.



# Product Analysis

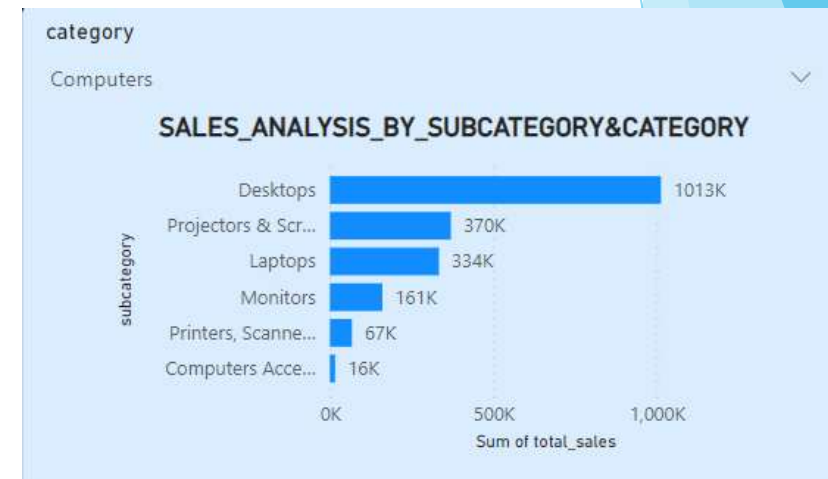
## Profit Margin by Top Products:

- The donut chart for the top 10 products reveals a well-balanced distribution, indicating that profit margins across these products are evenly maintained, which is a positive sign.



## Sales analysis by subcategory and category:

- The total sales of the products have been recorded from the products listed in category and subcategory.



# Product Analysis

## Least 10 Frequency Products:

- A large portion of the bottom 10 products by frequency falls within the desktop and DVD segments.
- Conducting competitor analysis could help identify potential gaps in our current offerings.

LEAST_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	
WWI Desktop PC3.0 M0300 Black	

## Top 10 Frequency Products:

- The best-selling products come from the laptop and hardisks. It's recommended to maintain ample inventory to meet customer demand.

TOP_10_FREQUENCY_PRODUCTS	
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	
Proseware Office Jet Wireless All-in-One Inkjet Printer M600 Grey	
SV 500GB USB 2.0 Portable External Hard Drive X405 White	
SV Car Video TFT6.2W E6280 Black	

# Store Analysis

## Overall Analysis:

- The total revenue analysis shows that North American stores lead in sales.
- However, the limited number of stores in Australia may be a missed opportunity.

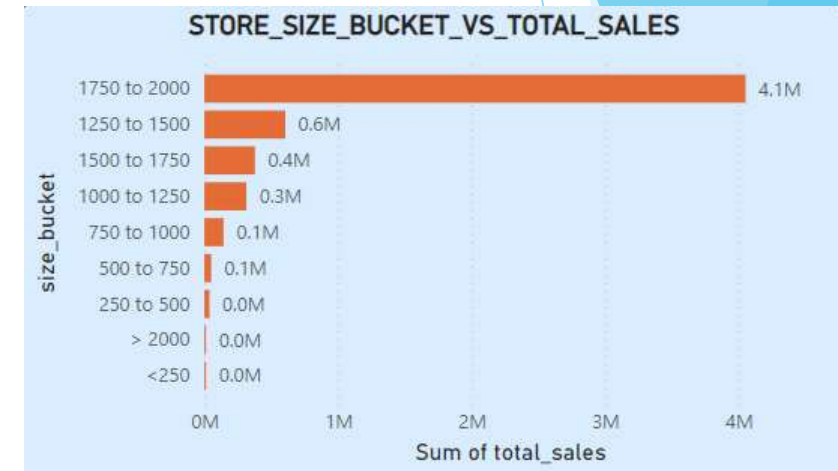
OVERALL_ANALYSIS				
Continent	Country	State	Sum of storekey	Sum of total_revenue_USD
Australia	Australia	Victoria	5	6,15,067.94
North America	United States	South Carolina	61	3,60,061.35
North America	United States	Connecticut	45	3,36,819.75
North America	United States	Arkansas	44	3,29,136.00
North America	United States	Kansas	50	3,06,740.75
North America	United States	Nevada	55	2,95,674.91
North America	United States	Oregon	59	2,88,211.36
Australia	Australia	Western Australia	6	2,41,553.43
North America	United States	Nebraska	54	2,25,052.43
Europe	Germany	Freistaat Thüringen	22	2,06,160.44
North America	United States	Iowa	49	2,04,976.86
North America	United States	West Virginia	65	1,45,123.29
North America	United States	Utah	63	1,37,755.11
North America	United States	Washington DC	64	1,31,545.53
Europe	Germany	Hessen	24	1,30,467.47
North America	United States	New Mexico	57	1,26,857.40
Europe	Germany	Sachsen-Anhalt	27	1,24,385.47
North America	United States	Maine	51	1,11,854.13
North America	United States	Idaho	48	1,06,235.28
Australia	Australia	Tasmania	4	1,04,899.89
North America	United States	Hawaii	47	1,03,711.05
North America	United States	Wyoming	66	97,248.37
Europe	Netherlands	Friesland	33	89,140.96
Total			1511	56,04,861.24



# Store Analysis

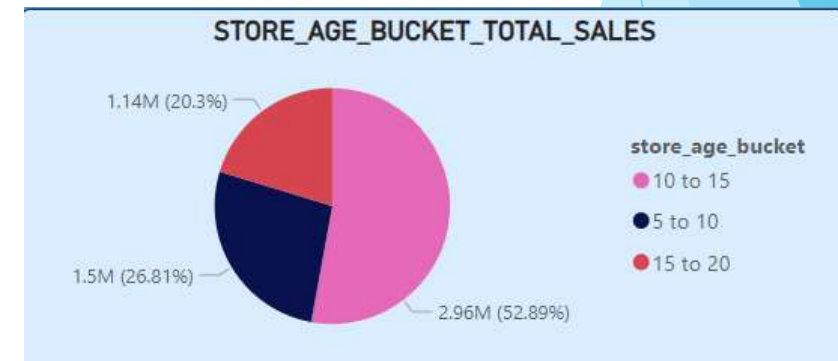
## Store Size Analysis:

- Stores with an area between 1,750 and 2,000 square feet contribute to more than 50% of total sales. Interestingly, the largest stores do not necessarily have the highest sales figures.



## Store Age Analysis:

- Stores aged between 10 and 15 years generate the highest sales volume.



The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the image, creating a modern, layered effect. The rest of the background is a solid, very light blue.

Thank You!