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Project Report

On

“EURO MART SALES”

Submitted for partial fulfilment of requirement for the award of course of

Full Stack Data Analytics

Submitted by

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“Documentation”

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PROJECT REPORT

About the company:

The Euromart is a company and also an application which sells the product categories like

- Office Supplies
- Furniture
- Technology
- Shoes
- Bags
- Watches
- Sunglasses & etc...

Sales & Profitability Analysis

We've analyzed the data by

- Finding the details of the particular country
- Finding the sales done by each city, state & country
- Finding the highest profit for the company according to the countries
- Finding the highest profit margin for the company according to the countries
- Finding how many unique percentages of discount were given

Objective

We've identified the key factors related to the sales and profitability in different countries, product categories, and shipping modes to improve the service and quality to get 100% positive response from the customers.

Identifying Top Performer countries:

Pointing at the top performing cities, states & countries. Product categories, shipping modes and customer feedbacks to get successful sales and profitability.

Optimizing Discounts & Shipping Modes:

Analyze impact of discounts over shipping modes the way how the shipping modes simultaneously gets changed according to the way discounts get increased

Study On Customer Feedback:

We have used every customer feedback as a priority to improve service and improve overall business performance.

Improving The Service:

Identified top-selling products and customer preferences to improve the service.

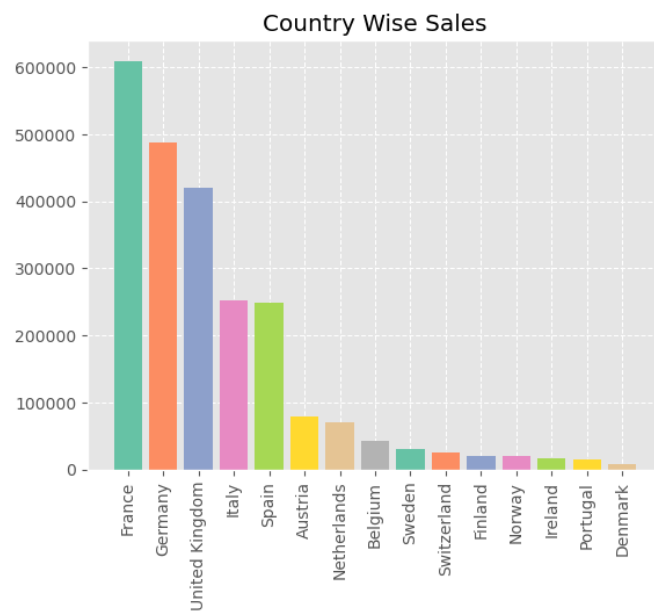
Overall Data Analysing Summary:

Euromart is a company which sells the few products through online so, after completion of the data analysis we got to know that:

GRAPHS USED IN THE DATA ANALYSIS

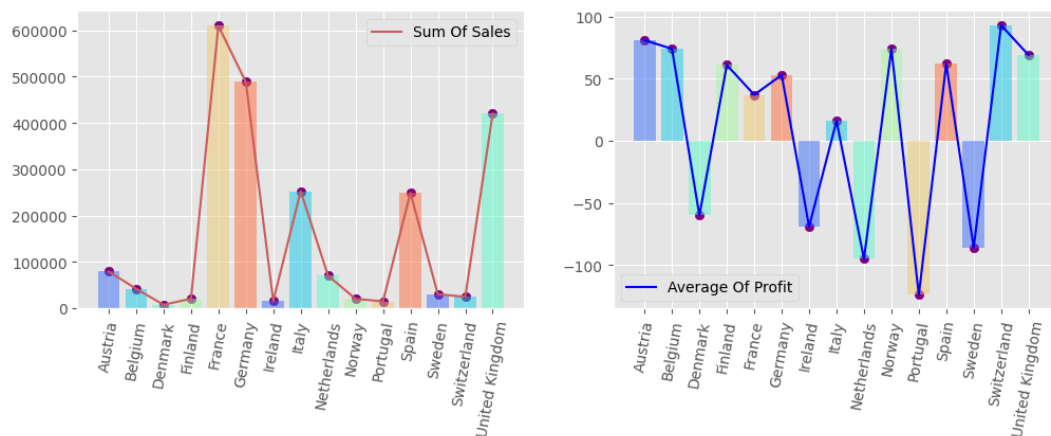


Fig1:



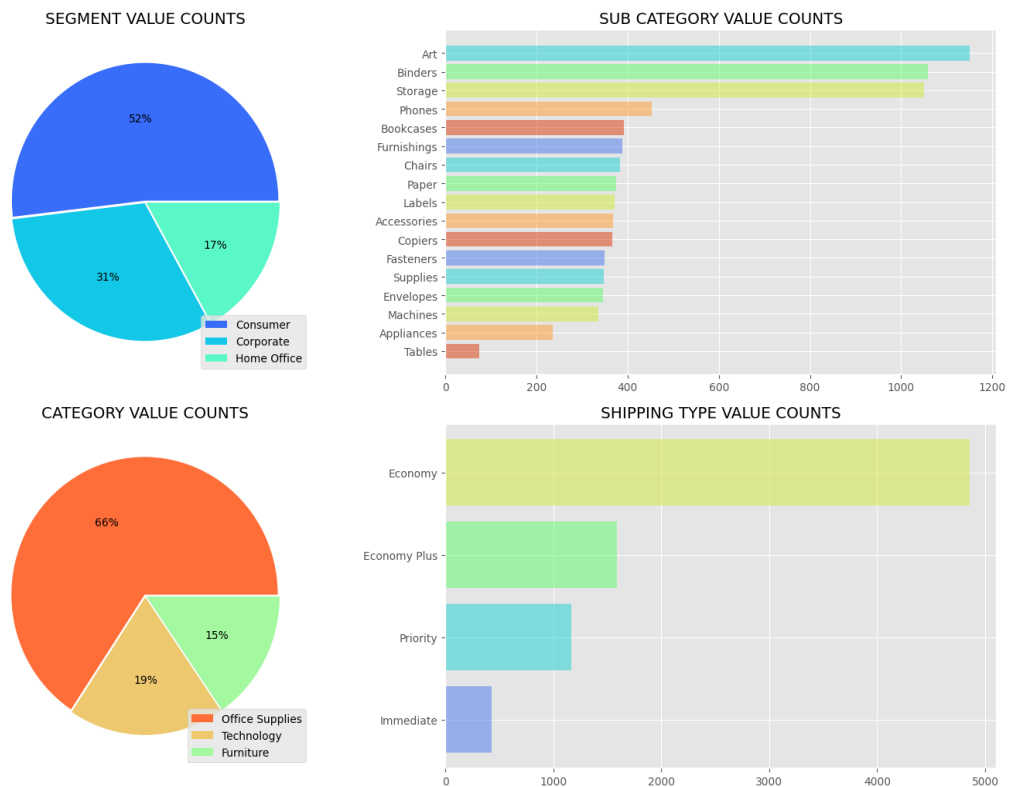
- ✓ The above graph describes that France is the country which has achieved a highest Sales in 4 years
- ✓ Denmark is the country which has done the least sales in 4 years

Fig2:



- ✓ The above two graphs describe the sum of sales and average profit
- ✓ In the 1st graph France has achieved total sales of more than 60,9683
- ✓ The Country named Denmark has done the total sales of only 7763
- ✓ In the 2nd graph Switzerland has achieved highest average profit of 93
- ✓ The Country named Portugal has dropped down with a loss of -124

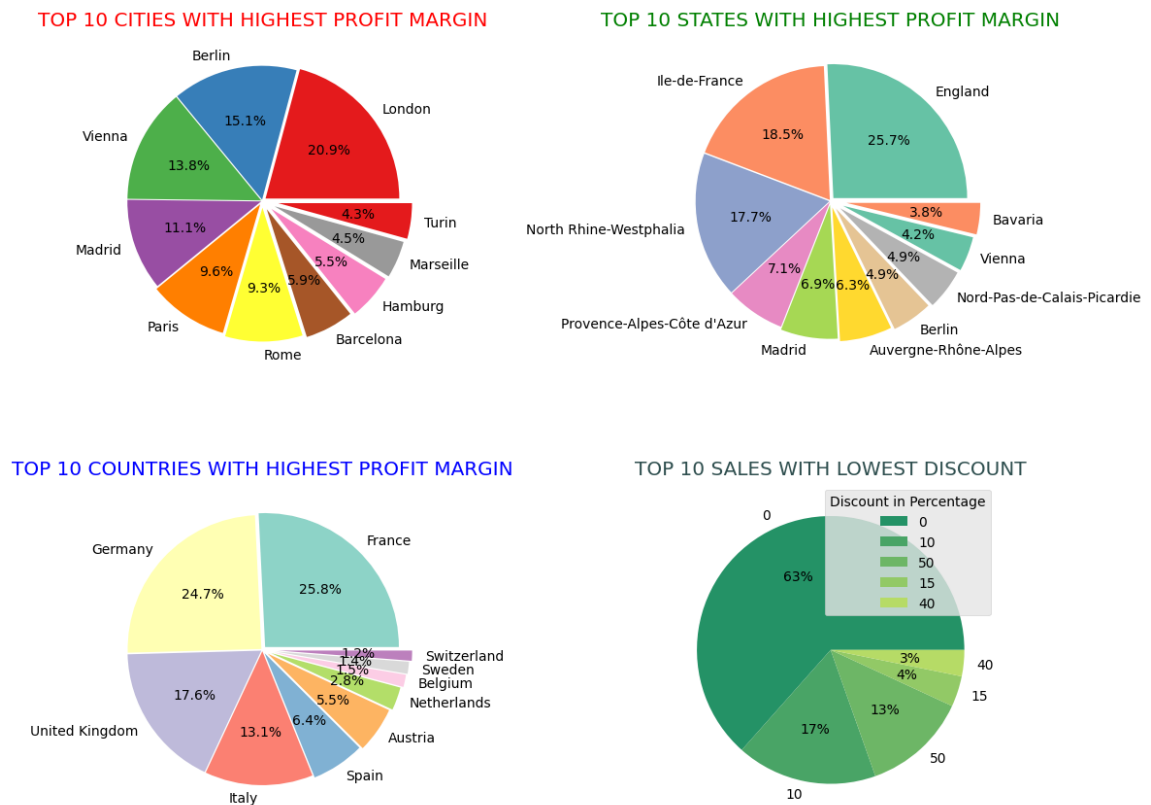
Fig3:



✓ In the above 4 graphs

- 1st graph describes in the overall segments the consumers have made a purchase of 52%, corporates have made a purchase of 31% & Home/Office have done of 17% in 4 years.
- 2nd graph describes in the overall sub categories customers have purchased Art related products the most & the least are Tables.
- 3rd graph describes in the overall categories people have done the most purchase of Office supplies that is of 66% and next category is Technology which is about 19% and the least purchased categories are Furniture.
- 4th graph describes in overall shipping modes customers have chosen economy mode the most and there are only few customers have chosen immediate shipping mode.

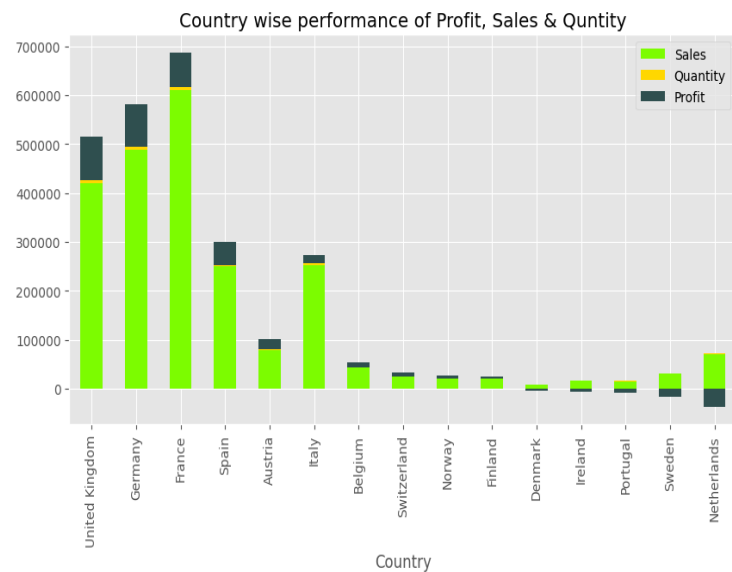
Fig4:



✓ In the above 4 graphs

- 1st graph describes the city named Vienna has achieved the highest profit margin of 5028 and the city named Stockholm has dropped down with a loss of -6,553.
- 2nd graph describes the state named England has achieved the highest profit margin of 18,150 and the city named Stockholm has dropped down with a loss of -7,874.
- 3rd graph describes the country named Germany has achieved the highest profit margin of 31166 and the least is Netherlands with the loss of -18,523
- 4th graph describes that 63% of the customers have done the purchase in 0% discount and 17% of customers have done the purchase when the

Fig5:



✓ The above graph describes the profit and loss

- Out of 15 countries the first 10 countries have achieved profit in the sales and quantities
- And the rest 5 countries have got loss they are:
 - Denmark
 - Ireland
 - Portugal
 - Sweden
 - Netherlands

Fig6:

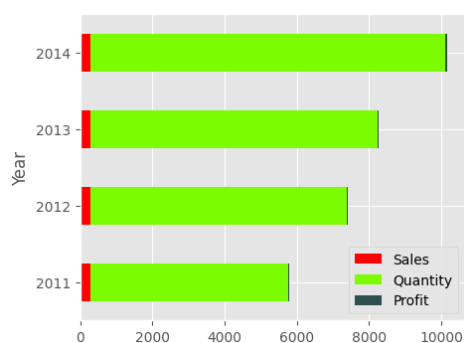


Fig7:

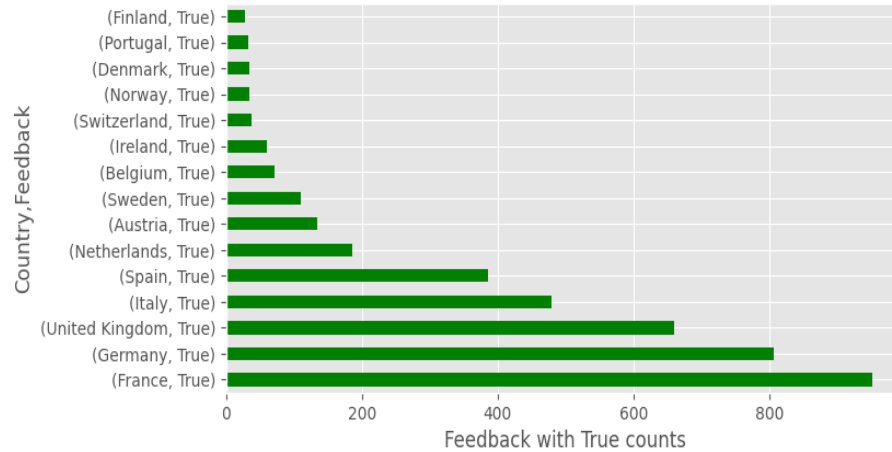


✓ In the above graphs:

- The average sales in 2011 is 283.41, Total sold quantities are 5484 & average profit is 37.2
- The average sales in 2012 is 293.49, Total sold quantities are 7096 & average profit is 35.4
- The average sales in 2013 is 300.06, Total sold quantities are 7935 & average profit is 36.7
- The average sales in 2014 is 288.95, Total sold quantities are 9833 & average profit is 32.6

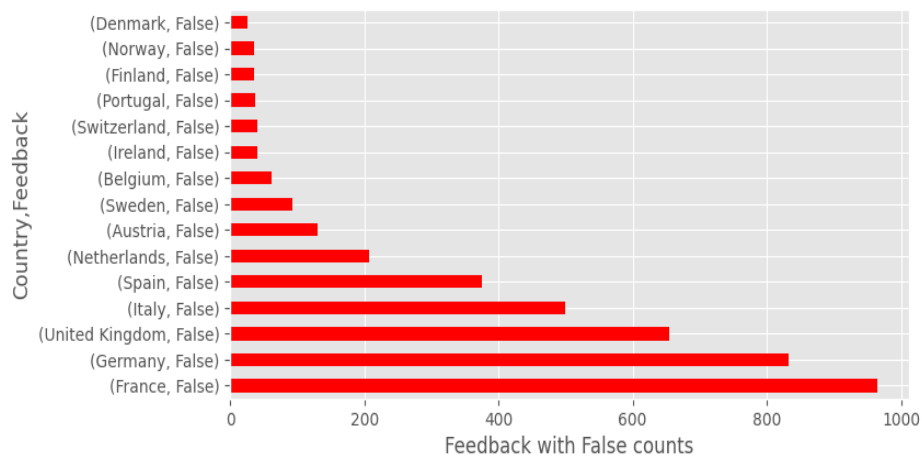
- As we observed the values got increased from 2011 – 2013, but in the year 2014 only except the total sold quantities the sales and profit got slightly decreased.

Fig8:



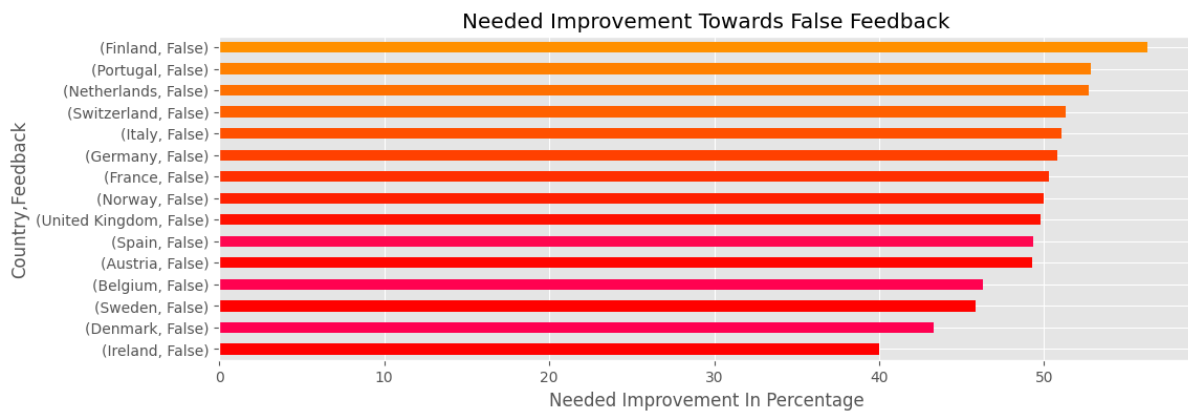
- ✓ The above graph describes the positive feedback given by the customers as we can see:
 - France has the most positive feedback it is about 952 True feedbacks out of 1916
 - Finland has only few positive feedback it is about just 28 True feedback out of 64

Fig9:



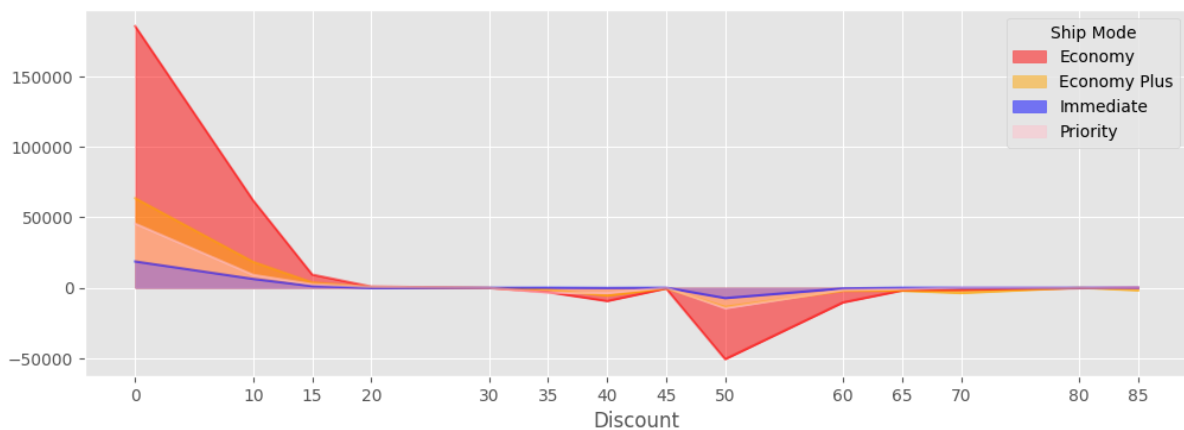
- ✓ The above graph describes the negative feedback given by the customers as we can see:
 - Even in negative feedback France has the most negative feedback about 964 False feedback out of 1916
 - Denmark has only few negative feedback it's about just 26 out of 60

Fig10:



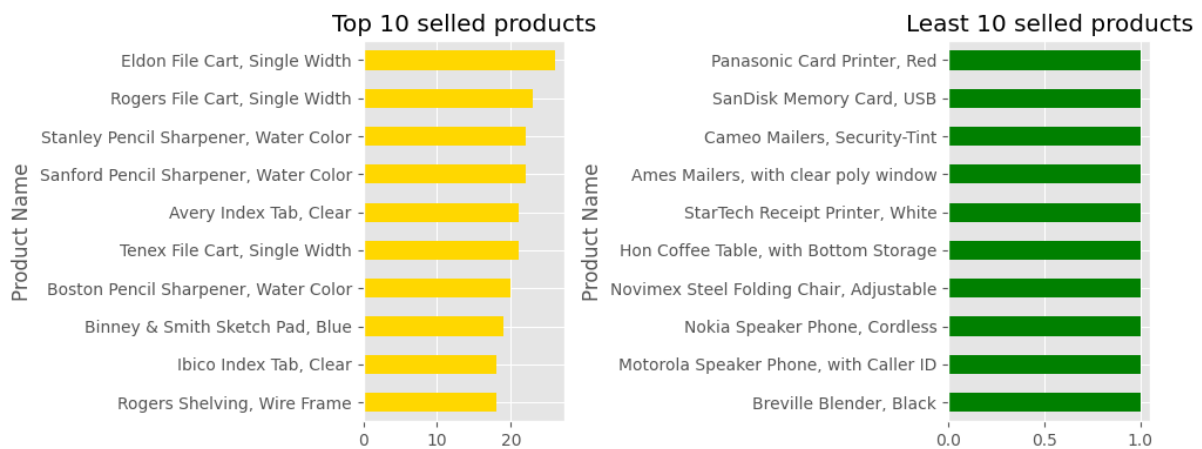
- ✓ The above graph describes that the countries which have got most negative feedback has to improve in their mentioned percentage to get 100% positive response from the customers
- ✓ It says the company has to give good service or good quality products to get more positive feedback from each customer
- ✓ And those positive feedback may help the company to improve in their sales and profit

Fig11:



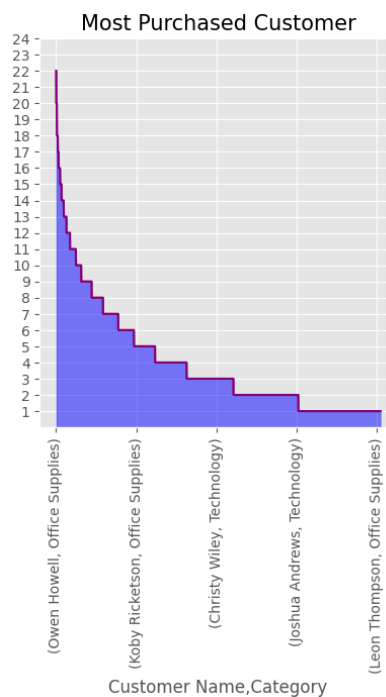
- ✓ The above graph describes as of the offer got increased customers have chosen faster shipping mode that is:
 - As of the discount percentage was in 0 customers use to choose economy mode
 - As the discount percentage got increased by 20% almost everyone opted immediate shipping
 - When the discount percentage reached 50% the economy mode is hitting negative cycle cause no customers opted economy mode
 - So gradually when the discount got increased people opted faster shipping modes

Fig12:



- ✓ In the above two graphs we have listed top 10 & least 10 sold products:
 - In the 1st graph we can see the product called **Eldon File Cart, Single width** has been ordered for 26 times
 - In the 2nd graph we can see all the products has been ordered only for 1 time

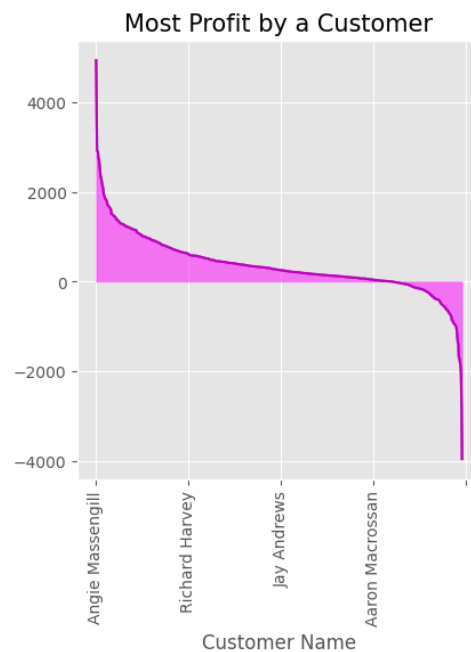
Fig13:



- ✓ The graph describes which customer has done highest purchase according to the category in 4 years and which customer has done only few numbers of purchase in 4 years
- ✓ Customer name Owen Howell have purchased 22 products which is comes under the category of Office supplies

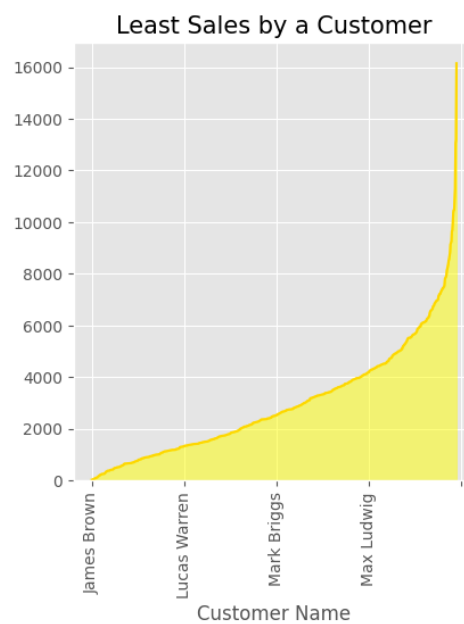
- ✓ Customer name Leon Thompson have purchased only 1 product which comes under the category of Office supplies

Fig14:



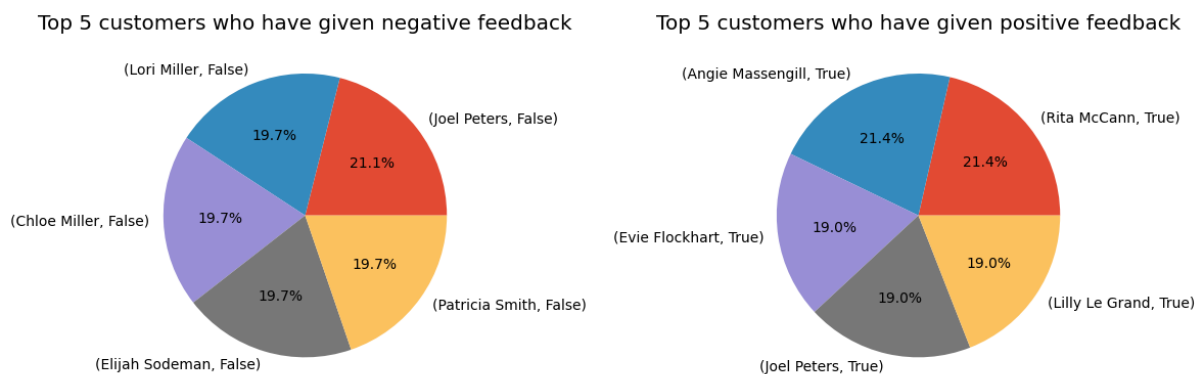
- ✓ The graph describes by which customer the company got good profit in 4 years and by which customer the company got loss in 4 years
- ✓ Company got most profited by 4932 by the customer named **Angie Massengill**
- ✓ Company got less loss by the customer named **Melody Nelson**
- ✓

Fig15:



- ✓ The graph describes by which customer the company got good Sales in 4 years and by which customer the company got less sales in 4 years
- ✓ Company got most Sales of 16146 by the customer named **Angie Massengill**
- ✓ Company got less Sales of just 14 by the customer named **James Brown**

Fig16:



- ✓ The above two graph describes the top 5 customers have given positive & negative feedback
 - Company got most negative feedback by the customer named **Joel Peters**
 - Company got most positive feedback by the customer named **Rita McCann**

Summary and Conclusion

Total sales and profitability have shown steady growth over the years, with significant increases observed in 2011 to 2014.

The technology category contributes the most to sales, followed by furniture and office supplies. Phones, copiers, and chairs are the top-selling sub-categories, contributing significantly to overall sales and profit.

France is the top-selling products country, indicating strong demand in all categories.

Customer Segments and Regions:

The consumer segment generates the highest sales and profit, followed by corporate and home office segments.

France, Germany & UK are the top-performing regions in terms of sales and profit, suggesting potential areas for expansion or increased focus.

Shipping Dynamics:

Economy mode shipping is the most preferred mode, indicating the importance of cost-effective shipping options for customers.

The majority of orders are prioritized as medium, suggesting a balance between cost and delivery speed.

Discount Analysis:

Most orders are made without any discount, indicating competitive pricing strategies or minimal promotional activities.

Future Protocol:

Implement a protocol for continuous analysis of sales and profitability, with a focus on segment and region performance.

Optimize shipping costs through strategic planning and technology integration.

Enhance customer experience through personalized communication and feedback collection. Maintain adaptability and agility to respond to changing market dynamics and consumer preferences.

conclusion, a comprehensive understanding of sales, profitability, and shipping dynamics is crucial for making informed business decisions and optimizing operational efficiency. By leveraging insights from this analysis, businesses can enhance customer satisfaction, streamline logistics, and drive overall profitability.