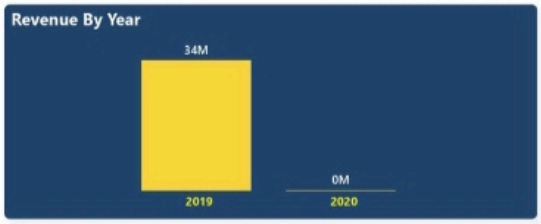
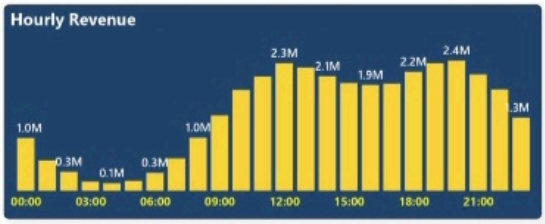
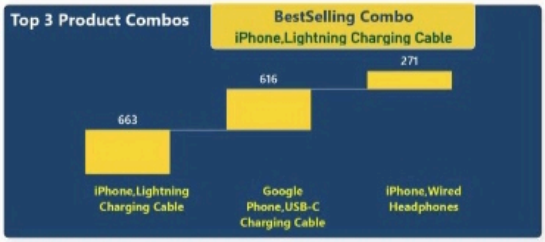
#DATADNA Challenge - Electronic Product Sales Data Analysis in US

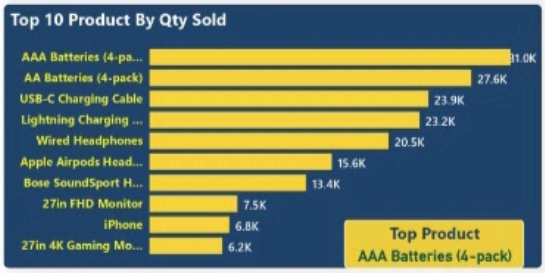
Total Sales	Total Orders	Total Qty Ordered	Total Products
34.47M	185686	209K	19

Date: 01-01-2019 – 01-01-2020









Key Insights

2019 was the best year for sales with quantity sold around 209K and revenue earned USD 34.47M.

December being year ending Christmas month was the best selling month with USD 4.6M as people tend to shop more during this period.

In 2019, May has the highest average revenue with USD 190.3 M & lowest in September with USA 180.5 M.

San Francisco contributed to highest revenue with USD 8.3M.

Peak timings are 12PM & between 7PM to 8PM so advertisements should be displayed before these timings to increase likelihood of purchasing more.

I Phone with lightning charger cables followed by Google Phone with USB-C Charging cables followed by I Phone with wired headphones are the top 3 products which are sold together in combo mostly. We can offer discounts on these bundle products to increase further sales for future.

AAA Batteries (4 Pack) was the most sold product by quantity of 31K whereas MacBook Pro Laptop was the most sold product by revenue of 8M.
High sold products have low price as they are in more demand for regular usage.