

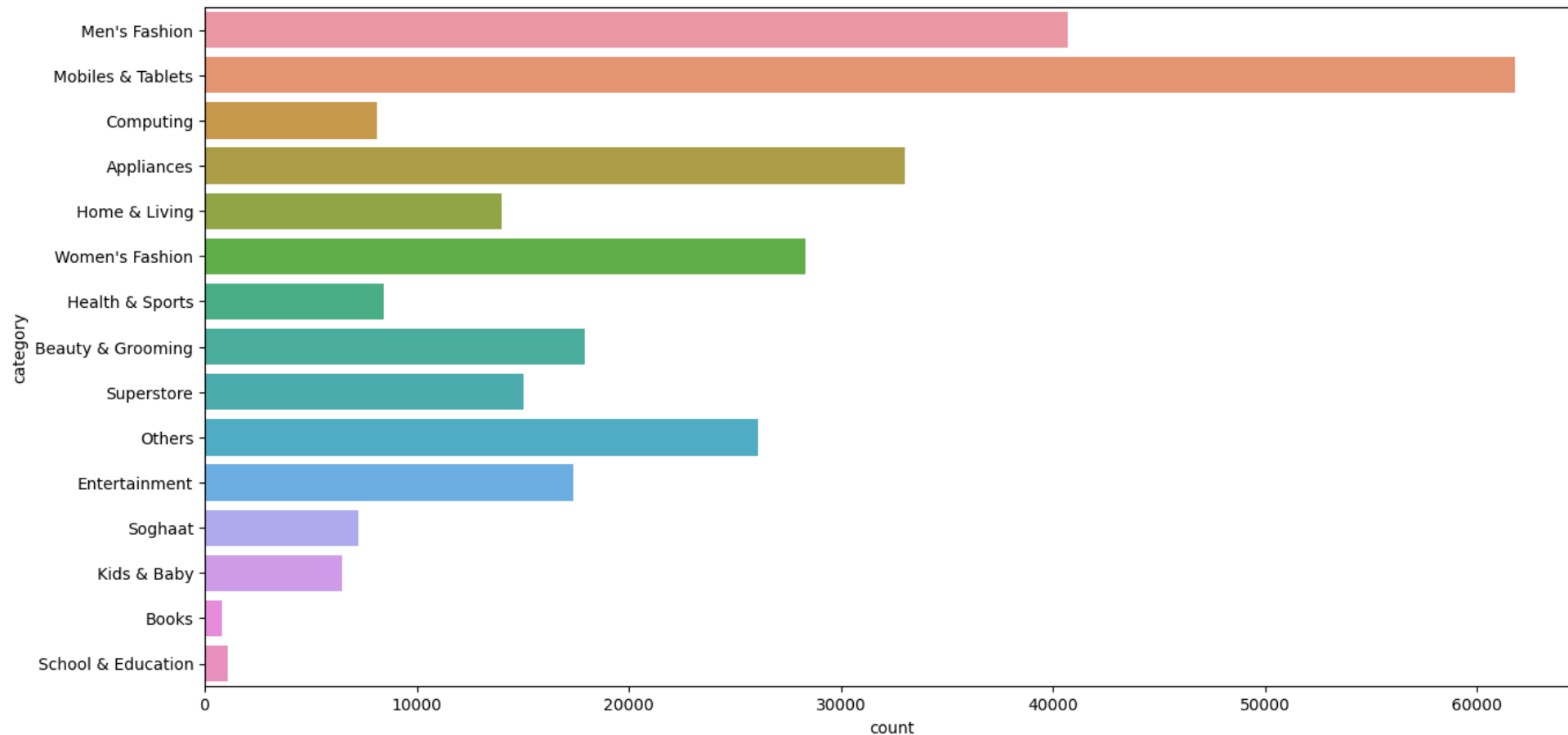
## US SALES DATA ANALYTICS - BASIC REPORT



### Basic information of sales data analysis

The US sales data is collected from Kaggle dataset. This project is all about the sales of various products in the USA between 2020 and 2021. These data analysis project will shown the changes that were took place in the trends of sales and ups and downs in sales of different items. Moreover, it tells about the total cost expenditure by customers in both the year. Although, it discusses about the status of products after ordering goods and many more details.

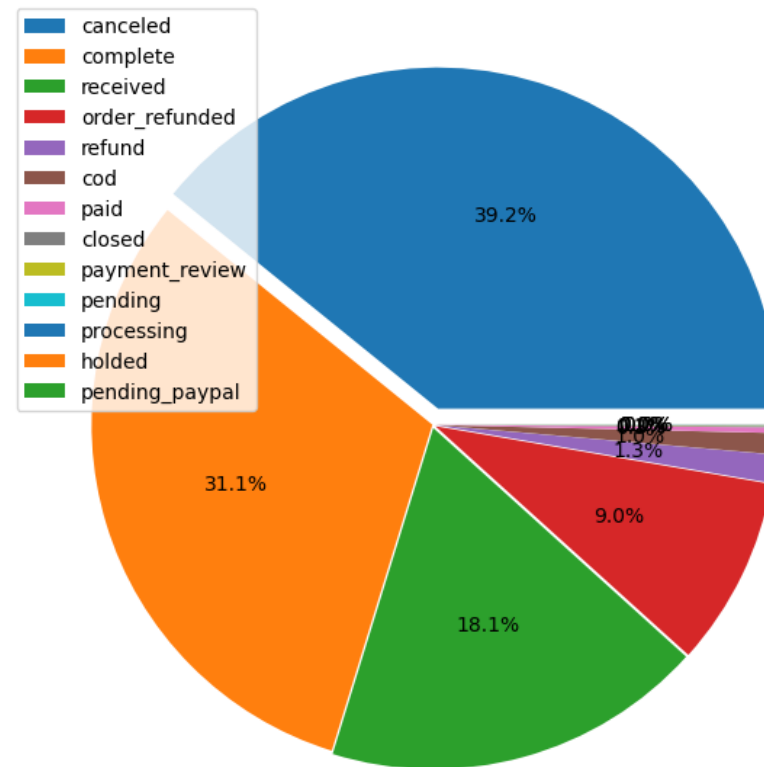
## SALES OF PRODUCTS/GOODS



These figure shows the information of the sum of sales of different categories of good in both 2020 and 2021. It clearly shown that many people are prefer to buy electronic gadgets like Mobiles and Tablets. The US government received amount of revenue from this gadgets and it clearly says that it will be the future trending and more purchasing goods. Further, the government should decreases the taxes on this products to encourage the people to by more. As a result the administration income will rise.

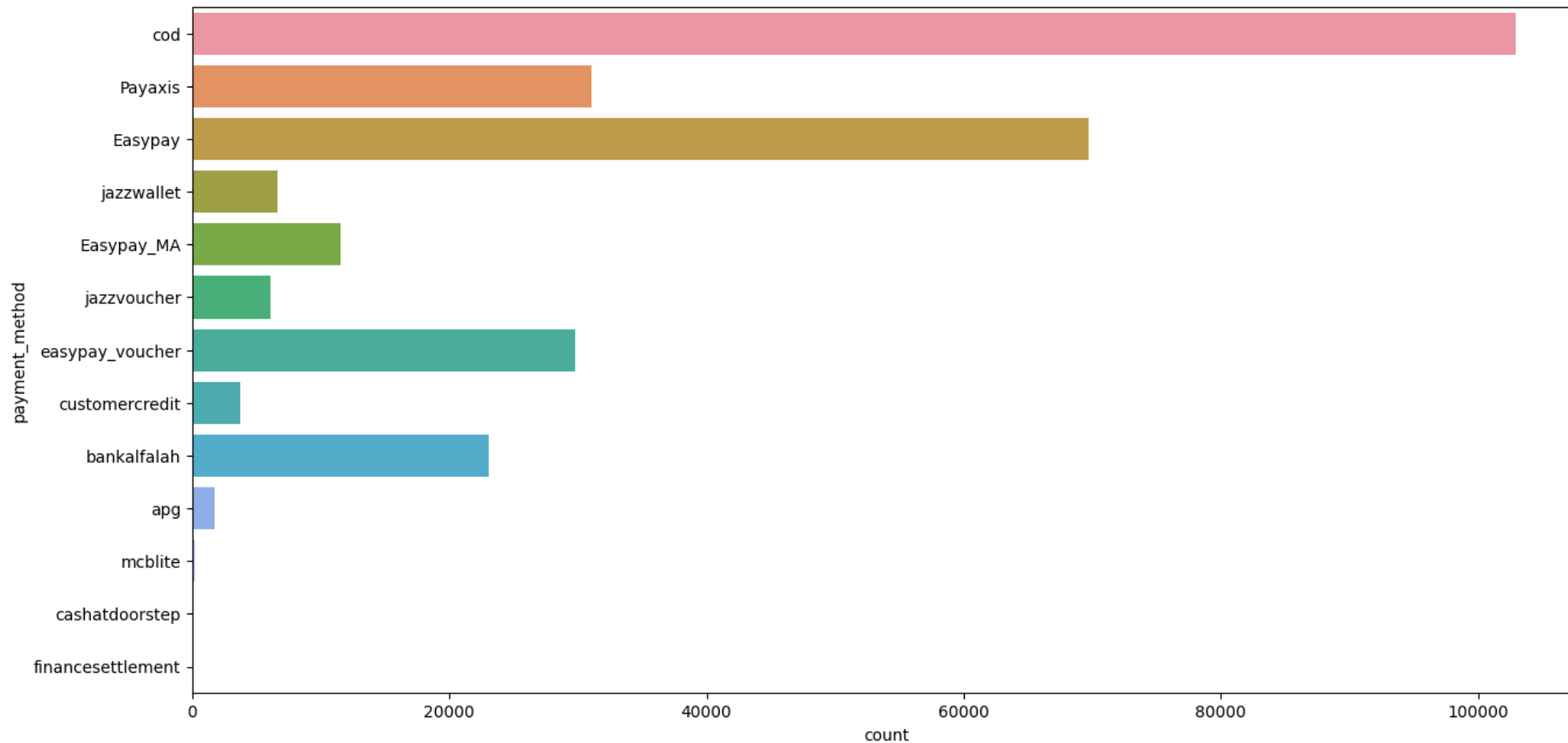
On the other hand, the Books and School & Education institute goods sales rate is very less. Although, the government and the store manager should concentrate on these products to increase the sales.

## STATUS OF ORDERED PRODUCT



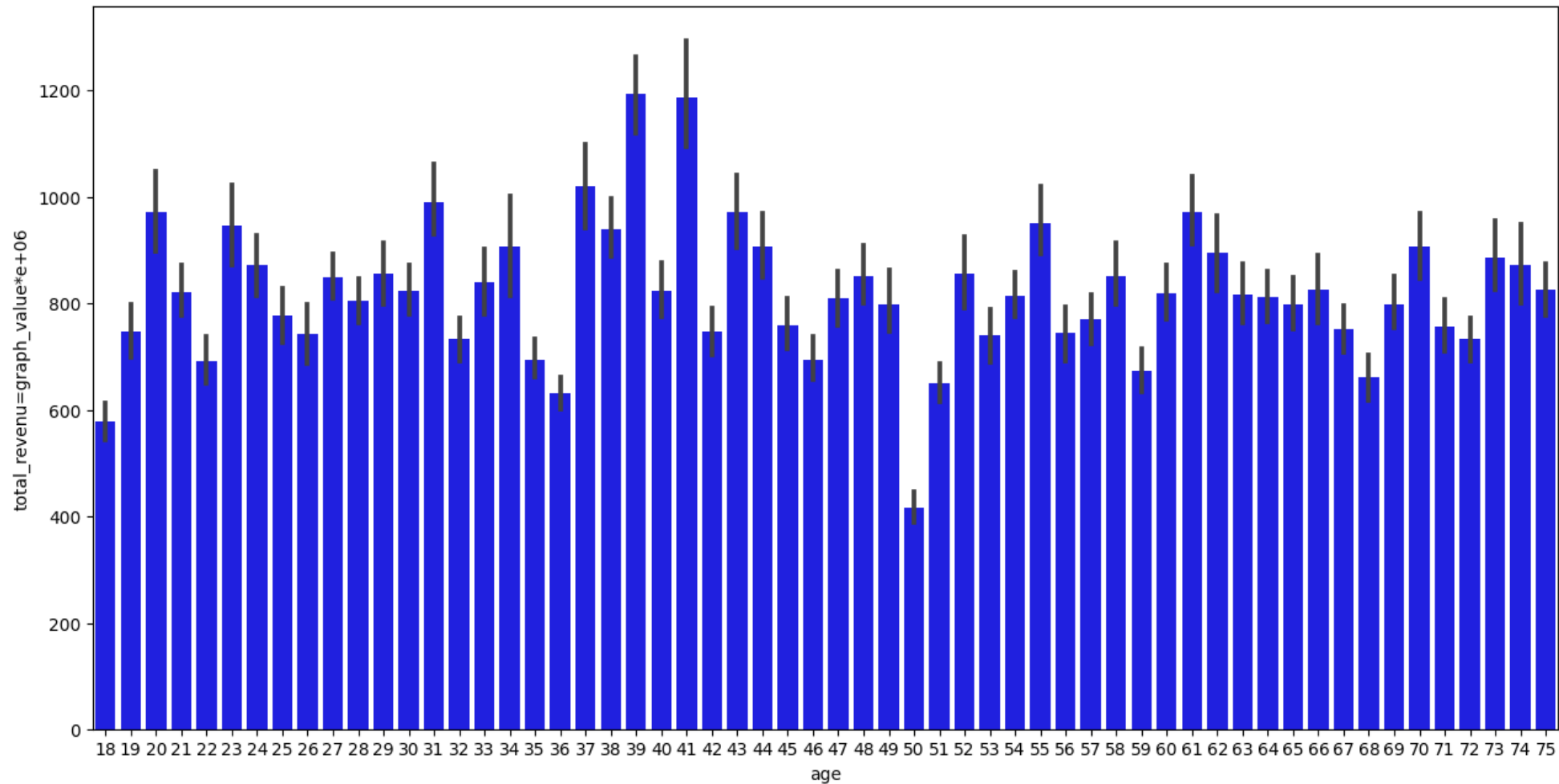
This pie chart illustrates the status of ordered product. The analysis data shows that 39.2% nearly 40% of order goods are canceled by customers and 31.1% of total production of goods are successfully complete. While 18.1% of goods are receiving to end user without any defect. The store managers should take some measures on why people are cancelling the order after placing. The status of money transaction trends is so flexible, it has the less rate of failure.

## METHODS OF PAYMENT



The bar chart describes the information of the mood of payment. Most of people are using the COD mood of payment method to transfer money after the order it is more than 100 thousands people. And the second highest method of payment used by people is Easypay almost 70000 people. Moreover, the remaining Jazzwallet , Easypay\_MA , jazzvoucher, easypay\_voucher etc are used less than 30000 customers. In constrat, no customer is using the mcblite, cashatdoorstep, financesettlement payment mood. This clearly says that the cashless transaction is more in American states.

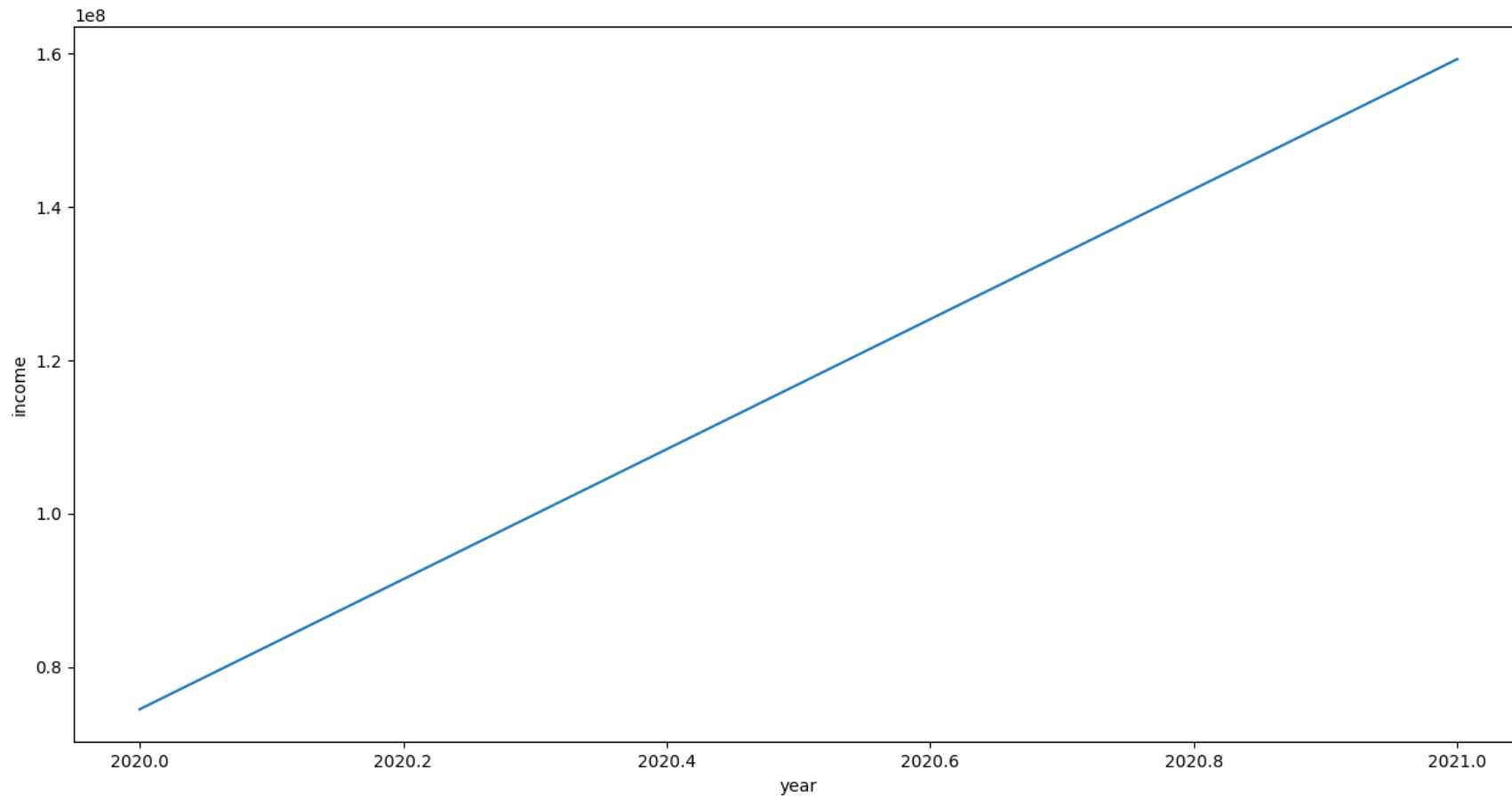
## SHOPPING/EXPENDITURE DONE BY DIFFERENT AGE PEOPLE



This bar chart illustrates the information of amount of shopping/ expenditure done by various age categories of people in the USA. It clearly shows that people whose ages are 39 and 41 are spending huge amount of money to fulfill their needs, the total value is almost  $\$1200 \times 10^6$  between 2020 and 2021. In contrast, the least significant figure is observed in 50 age category people, it's nearly  $\$400 \times 10^6$ .

As a result, the store managements should focus on the thirty nine and forty aged people by providing the special discounts or offers to encourage them to buy more and to rise the current margin. Meanwhile, the management should provide offers according to corresponding to their age prefer or suitable products. For instance, 19 to 25 age people are like to buy electronic products, based on this the management should keep some offer to this people on electronic gadgets.

## YEAR WISE INCOME



The line chart describes the value of income generated from beginning of 2020 to ending of 2021. In the year of 2020, the value of income is about to  $\$0.8 \times 10^8$ . While, in 2021 the income is two folded the income of 2020. This analysis indirectly describes that, the amount of tax paid to government is double each year.