PRODUCT SALES ANALYSIS

Year - 2019 #DataDNA Challenge#

Calender

1/1/2020

1.8M

January

February

March

April

May

June

August

September

October

November

December

0M

Revenue by Month

2.2M

2.2M

2.1M

1M

2.8M

2.6M

2.6M

Total Revenue Amount

Total Revenue and Quantity Ordered by City

3.4M

3.7M

4.6M

5M

4M

3.2M

3.2M

3M

185686 34.47M

Total Orders

Total Sales Amount

209K

Total Quantity Ordered

19

Total Products

1,700.00

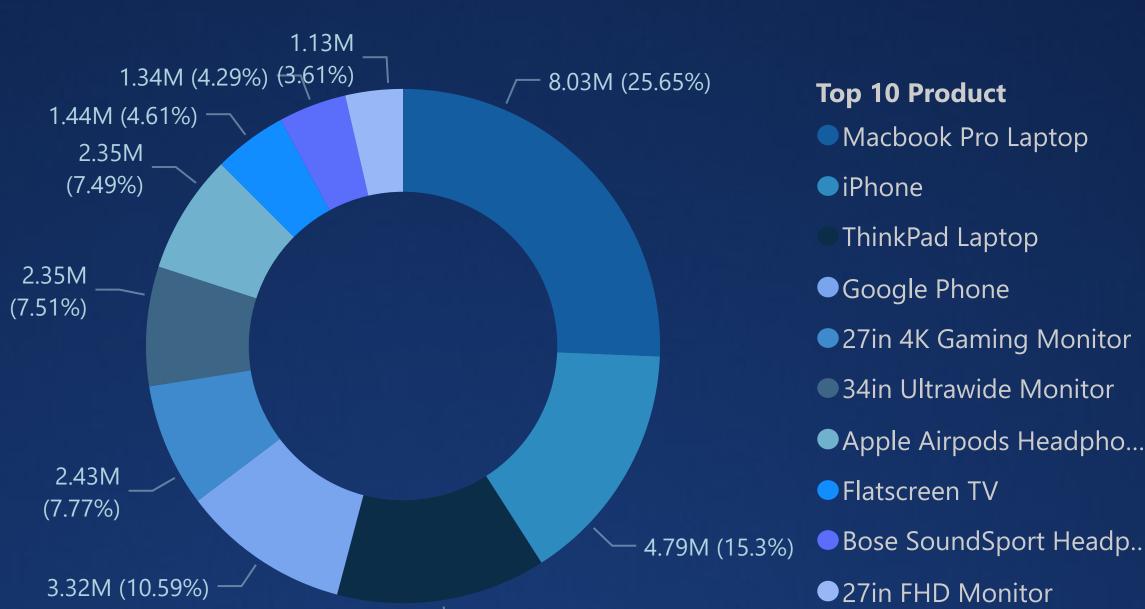
Max. Price of Product

Quantity Ordered by Top 10Product

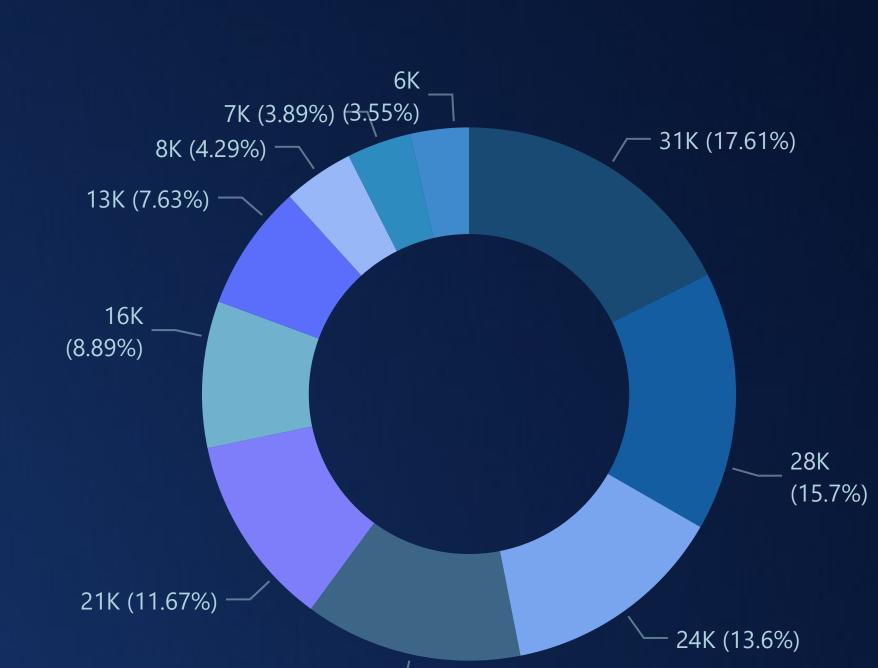
2.99

Min. Price of Product





- 4.13M (13.18%)



23K (13.17%)

Top 10Product AAA Batteries (4-pack)

- AA Batteries (4-pack)
- USB-C Charging Cable
- Lightning Charging Cable
- Wired Headphones
- Apple Airpods Headphones
- Bose SoundSport Headpho...

● 27in FHD Monitor

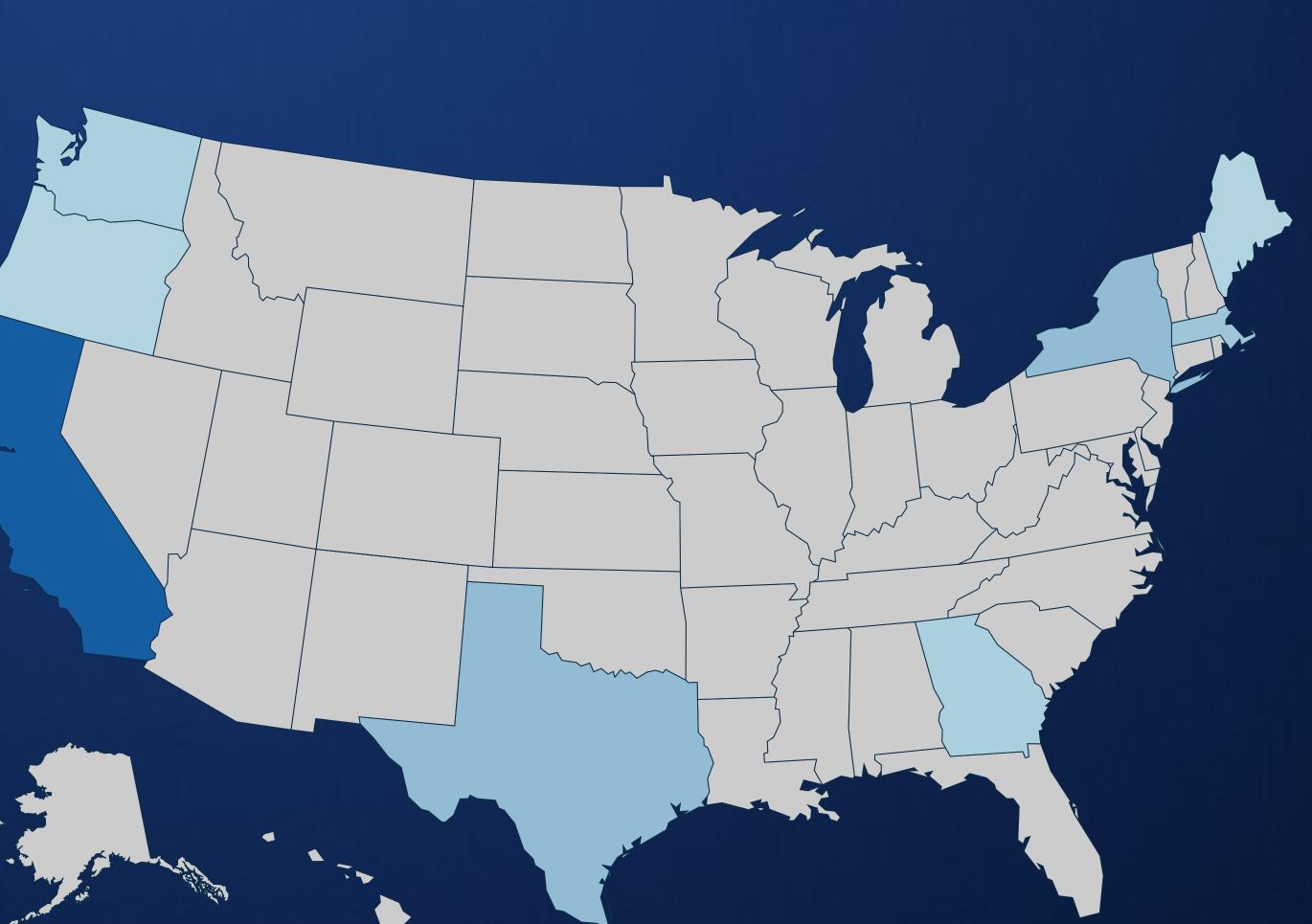
iPhone

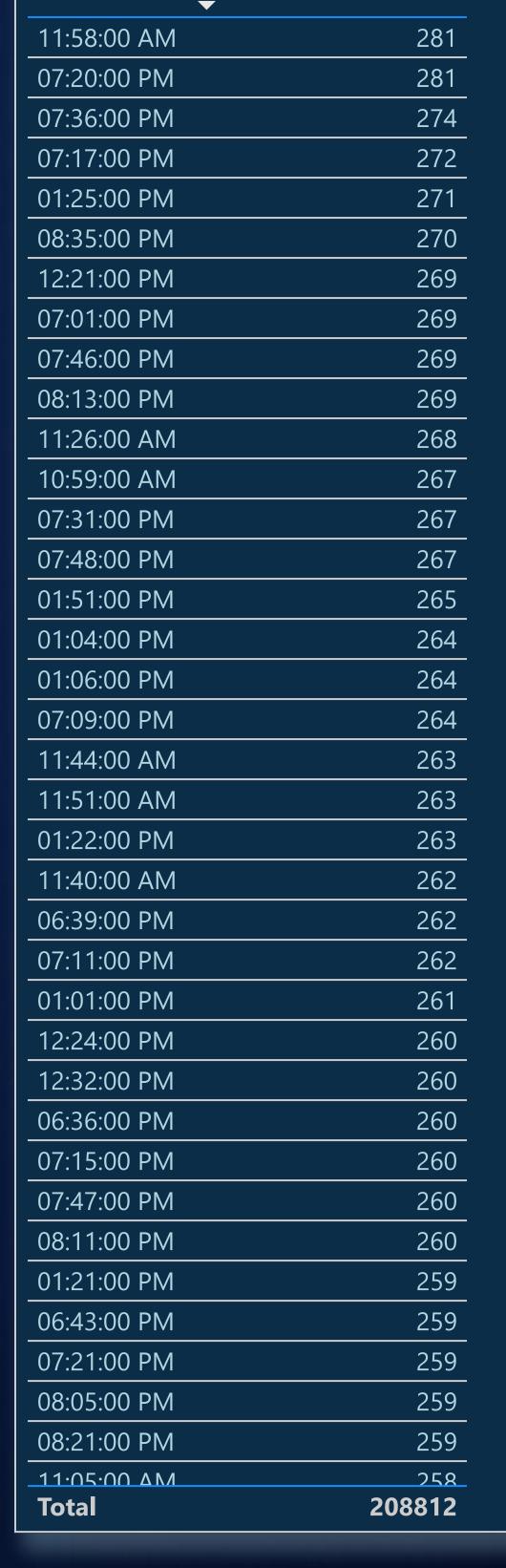
Order Time Total Quantity Ordered

27in 4K Gaming Monitor

Products Which Are Most Often Sold Together



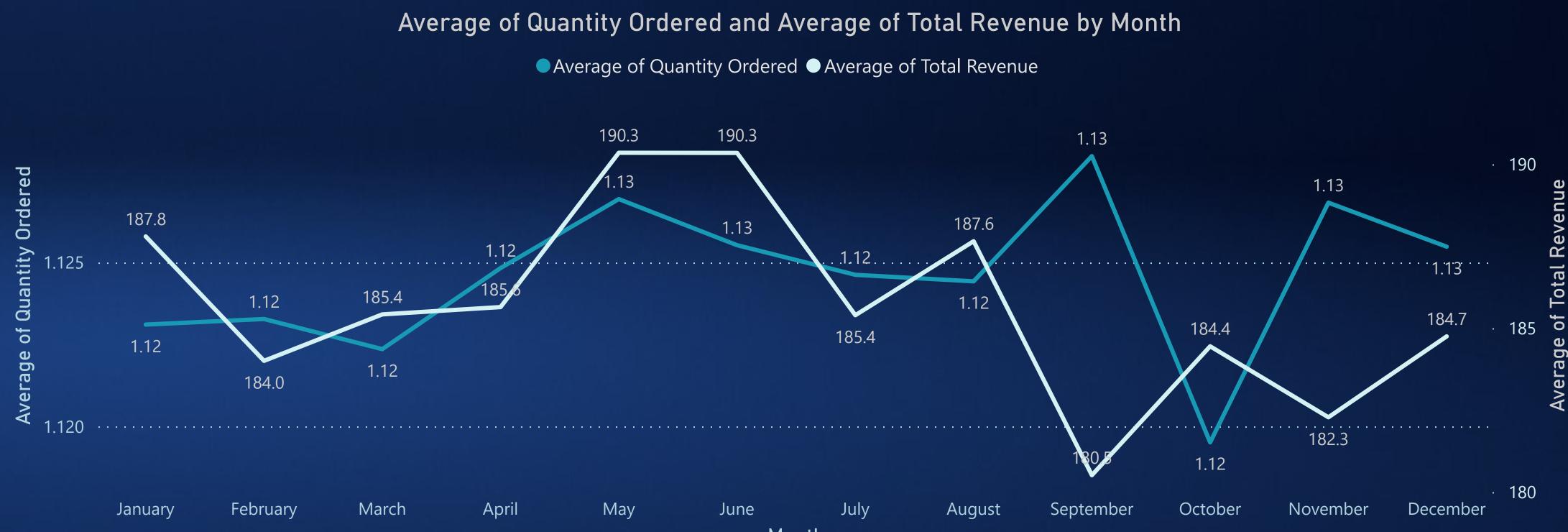






Quantity Ordered and Price by Product





Conclusion:

The total revenue in 2019 were USD 34.47M with 209K products sold.

May has the highest average sales with USD 190.35, while September has the lowest average revenue with USD 180.51.

December is the best month for revenue with USD 4.6M total revenue. December is the time of christmas, tendency of buying is high this time.

San Francisco had the highest total sales in 2019 with USD 8.3M total revenue. AAA Batteries (4-pack) are the most sold product with 31k products ordered in 2019

iPhone and Lightning Charging Cable are the most often products sold together. Google Phone and USB-C Charging Cable came second. Giving discount will attract more customer.

The higest number of the sales occured Advertising the product arround 12 PM and 7.20 PM, we could possibly advertising the product before these time.