

DataSpark: Illuminating Insights for Global Electronics

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- Introduction



Valuable insights from the Global Electronics to provide actionable recommendation to drive overall business growth



By analyzing Global Electronics' customer, product, sales, and store data, **We AIM** to identify key insights that will enhance marketing strategies, optimize inventory management, and improve sales forecasting

\$197.8K

TOTAL SALES

\$3.45M

TOTAL PROFIT MARGIN

\$55.76M

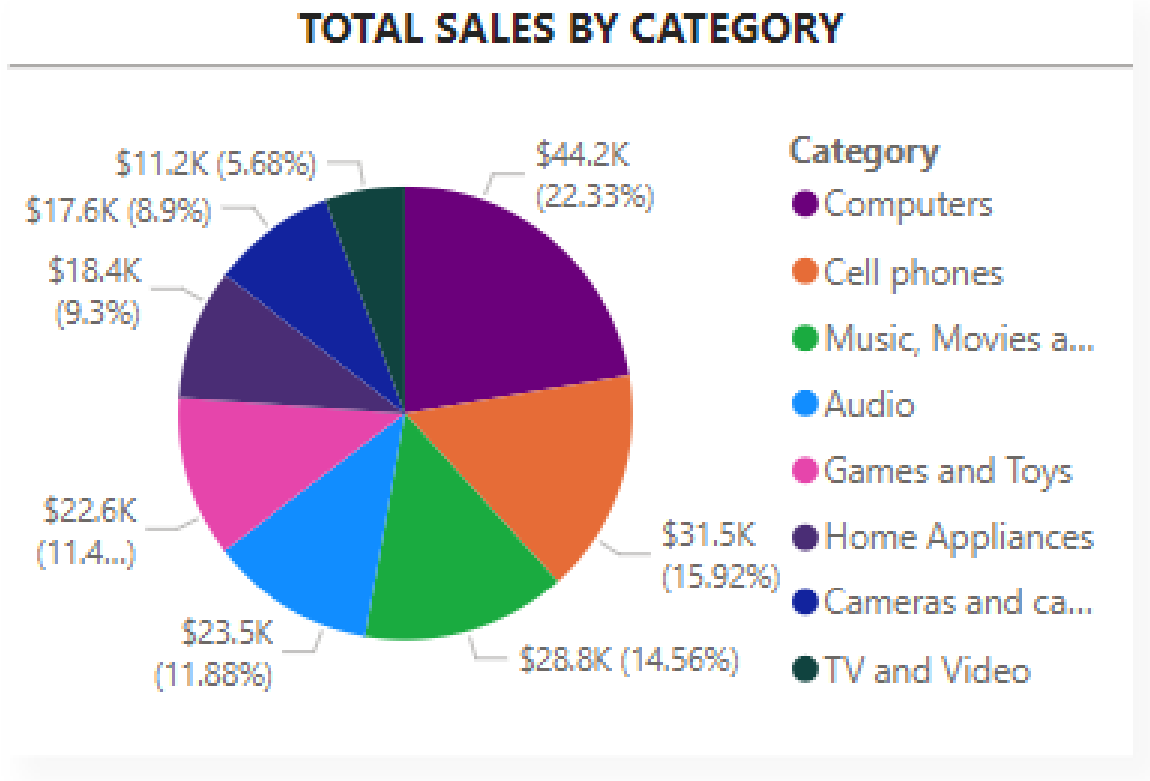
TOTAL REVENUE

2.11K

STORES MAX SQUARE METER

Project Scope

- ✓ Data analysis.
- ✓ Insights to identify the product performance and sales.



Methodology & Tools and Technologies

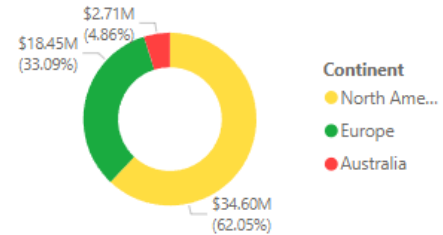
- Data Cleaning and Preparation
- Exploratory Data Analysis (EDA)
- Power BI Visualization

- Python, Pandas
- MySQL
- Power BI

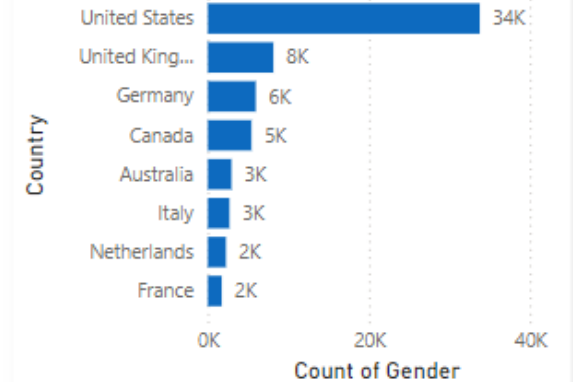
Results

- ✓ Identified the top total sales over year \$68k in 2019.
- ✓ United States have more customers compared to United Kingdom.
- ✓ Online stores give a huge difference from other countries
- ✓ North America continent has more Revenue point compared to Europe & Australia

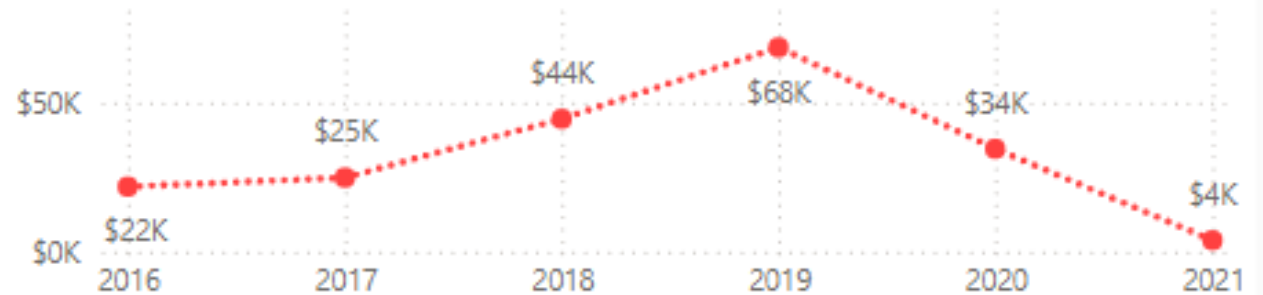
TOTAL REVENUE OVER CONTINENT



TOTAL CUSTOMERS BY COUNTRY



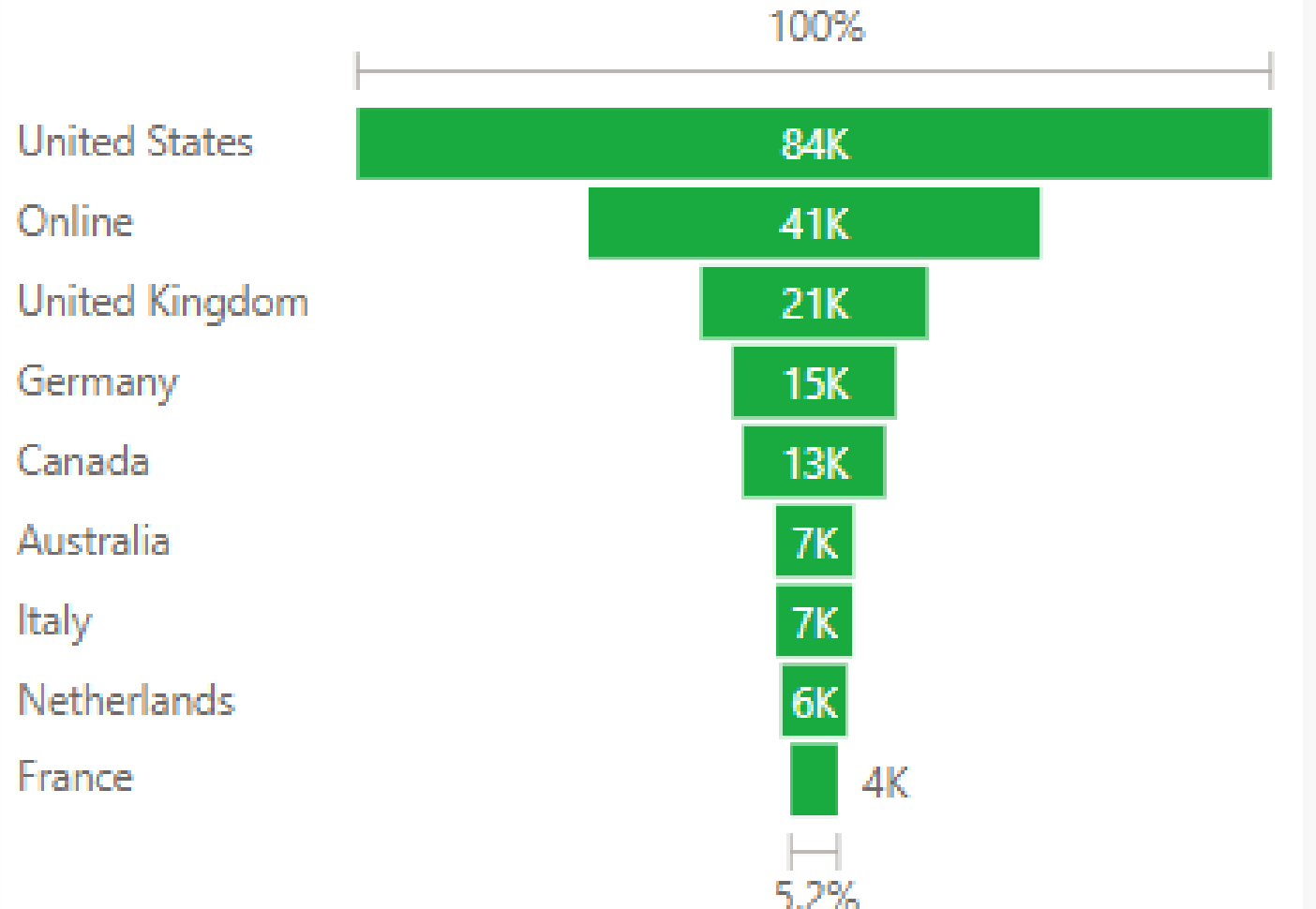
TOTAL SALES OVER YEAR



Solutions to improve Sales

- ✓ Need to improve the Stores scales on France compared to all other countries, France has max of 400sqm only.
- ✓ Need to target the Young Age group to improve the sales over the countries.

STORE SALES BY COUNTRY



Conclusion

Insights for Global Electronics

\$197.8K

TOTAL SALES

\$3.45M

TOTAL PROFIT MARGIN

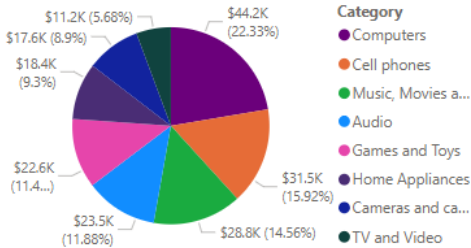
\$55.76M

TOTAL REVENUE

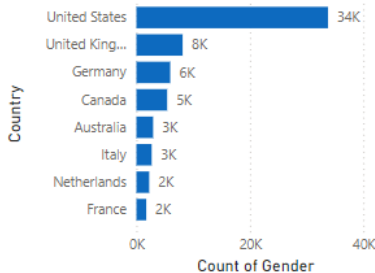
2.11K

STORES MAX SQUARE METER

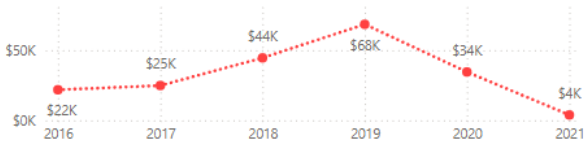
TOTAL SALES BY CATEGORY



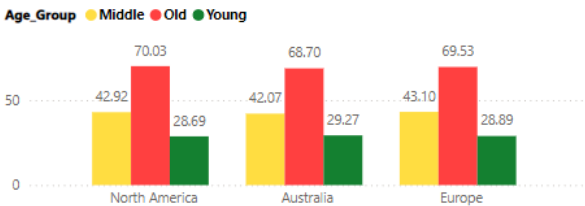
TOTAL CUSTOMERS BY COUNTRY



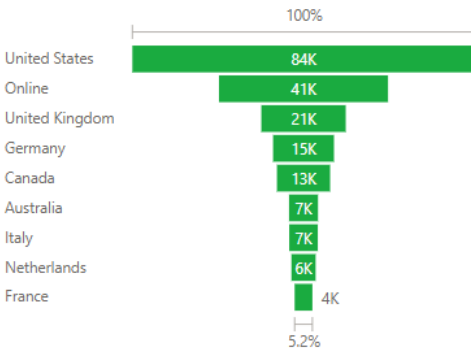
TOTAL SALES OVER YEAR



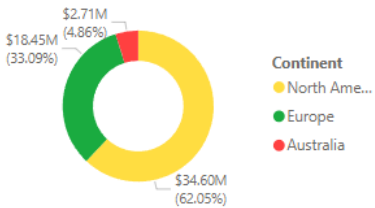
AVERAGE AGE BY CONTINENT



STORE SALES BY COUNTRY



TOTAL REVENUE OVER CONTINENT



Overall
Insights
from Global
Electronics