ELECTRONIC STORE DATA ANALYSIS REPORT

This is a data analysis of a Electronic Store Sales, from the dashboard I have built we will not only look at the total sales but we will also focus on where we can improve our sales:

1)We have a total sales of 34.49M, selling a total of 209K products.

2)We can see from the chart that Macbooks and iPhone have resulted in top in terms of total sales, also if we observe the chart of Top 5 Products sold we can see that USB-C Charging Cables and Lightning Charge Cable have been ordered a lot chart because of the recent change in approach by Apple to not provide chargers with the new iPhone's.

3)If we observe there is dip in sales start from the second quarter and falls below the average expected sales line in the third quarter the net fall is -44.32%, so this the period where we have to start offering discounts on certain products to our customers to maintain the sales throughout the year.

4)The best time to advertise our products is in the morning between 11:00 and 12:00 where 28205 products were sold, in the evening between 18:00 and 19:00 where 28272 products were sold, this the time where we have more number of users visiting us.

5)Top 5 Products Ordered chart shows that AAA Battries have been sold the most as it is a house hold product and also it will be bought very frequently because battries dry up fast.

6)Texas state is where we have to improve our ad campigning given that two cities have made it to the bottom 5 of our least sold products.