GLOBAL ELECTRONIC INSIGHTS

# GLOBAL ELECTRONICS SALES REPORT

* Total sale was 55.76 millions turn over in the span of six years.
* The total quantity is about 198 thousand.
* There is about 30 million of total sale in the USD dollar that producing highest sale then any other currency.
* Computers has the highest percentage of sale value about 34.62 percent and home appliances has the second highest sale value about 19.36%

# GLOBAL ELECTRONIC CUSTOMER REPORT

* There are 15.27k of customers from eight countries which are from three continents.
* About half of the customers are from United states and having less than 2k customers from the remaining countries.
* The average age of the customer is 56 years.
* Customers are increasing wisely from the respective countries which provide best offers to them.

# GLOBAL ELECTRONIC PRODUCTS REPORT

* There are 2517 number of products with eight different categories.
* Contoso have the highest brand values and 710 customers has ordered the product across the world.
* Black coloured products has the highest demand in the market and along with black white has second highest place in the market .
* Customers widely spending time to prefer having products like computers and home appliances.

# **GLOBAL ELECTRONIC STORE AND EXCHANGE REPORT**

* There are 66 stores across the 9 countries.
* USA has the 34% of stores among the all the countries and Germany also has the 13% of stores after the USA.
* There is a 11.22k of exchange happened in the span of 5 years which is done in 5 different country currency.
* United states has the highest exchange rate of more than 20 million.
* Through online the exchange rate about more than 10 millions in the span of 5 years.
* In the years 2016, 2017, 2018, 2019 and 2020 has the almost same percent of exchange rate with 16%.