**Global Electronics Retailer**

Sales data for a fictitious global electronics retailer, including tables containing information about transactions, products, customers, stores and currency exchange rates.

Period: 1 Jan 2016 – 20 Feb 2021

Raw data from: <https://mavenanalytics.io/data-playground?accessType=open&dataStructure=Multiple%20tables&order=date_added%2Cdesc&pageSize=10&tags=Business&tags=Finance&tags=Retail>

Cleaning and Manipulation

* Combining all sheets into one by populating missing information
* Standardize all dates
* Add Customer Age and Age Range Columns
* Add an order count column
* Add a column for the year for the slicers
* Calculate Revenue, COGS and Profit in USD
* Calculate Fulfillment days for online orders
* Set up various Pivot tables and calculations for analysis

Analysis

* Financial

The information shows that Total Revenue is $55.7m and Total Profit is $32.6m. The monthly trend in revenue remains constant with February and December bringing in the most revenue while there is a significant dip in the month of April. Yearly revenue has increase gradually reaching a peak in 2019 ($18.2m) but 2020 there was a huge dip possibly due to covid.

Revenue by Country shows that United States brings in the majority of the revenue and Online sales come in second. This remains constant throughout all the years. Cost and Profit by Country remain in line with Revenue and the company has a steady margin of 58%.

* Products

Total products sold worldwide is 197k, with computers being the category that contributes the most revenue. This is largely due to Desktop computers that are the most popular product sub-category. This remains constant, except for 2016 when Home Appliances and Music, Movies and Books dominated the sales in revenue and quantity respectively.

* Online

Online sales account for 20% of all sales on average, but this amount has increased yearly, meaning the market is shifting gradually to e-commerce. The consumers purchasing the most products online are located in the United States. Home Appliances were the number one choice when buying online in 2016 but slowly Computers have taken over and by 2021, Cellphones was the second most popular category. The Fulfillment days show that initially it took quite a long time to deliver to customers, up to almost 8 days in the Netherlands, but over time this figure has dropped and now on average it takes about 4 days for customers to receive their products.

* Customers

Figures show that on average the Older generation (55+ years) purchases more online. Men and women contribute roughly the same every year, with very slight variations. Once again, it can be seen that United States has the biggest customer base every year. Active customers (who have actually placed an order) have also increased gradually with the exception of 2020. Since 2021 only has 2 months worth of data, it is not clear whether this year will be an increase in sales or a decrease. On average, each customer placed 2.23 orders per year and purchased almost 17 products.

Based on all the information, the company is well on its way to scaling the business. Like all companies, they took a knock during Covid, but have managed to remain afloat. Areas for improvement could include: pushing their e-commerce sales by decreasing fulfillment delays even more, catering to the younger markets more, concentrating on the smaller countries as well, and getting more customers to complete an order.