



## EDA ON BEST BUY COMPANY SALES DATA

VINAY SAI .R  
BATCH NO. 3

# Introduction

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- ▶ the Best Buy Company sales data.
  - ▶ [https://www.kaggle.com/datasets/knightbearr/sales-product-data?utm\\_medium=social&utm\\_campaign=kaggle-dataset-share&utm\\_source=twitter](https://www.kaggle.com/datasets/knightbearr/sales-product-data?utm_medium=social&utm_campaign=kaggle-dataset-share&utm_source=twitter)
  - ▶ The data in which columns consists of Serial no., Order Id, Product, Quantity Ordered, Price Each, Order Date, Purchase Address.
  - ▶ Explore the data column Order Date into Month no. (month), Month Name (Month), Hours.
    - =TEXT([Order Date], "m")
    - =TEXT([Order Date], "mmm")
    - =TEXT([Order Date], "h")
  - ▶ Implement sales column from the product of columns (Quantity Ordered & Price Each)
    - = product([Quantity Ordered],[Price Each])
- 



# City column:

- ▶ Implement the City column from the Address column
- ❖ Select the Address Column → Click on Data tab
- ❖ In Data tab → Option (Text to column)
- ❖ Click on Text to column → select Delimited → Click on Next → select Column → Click on Next → select Text → Click on Finish
- ❖ Final getting the Address column into Street address, City, City code, Pin code (keep City column only & Eliminate Remaining).

SERIAL NO	Order ID	Product	Quantity Ordered	Price Each	Order Date	Purchase Address	Month	Sales	City	Hour	MONTH NAME
1	295665	Macbook Pro Laptop	1	1700	12/30/2019 0:01	136 Church St, New York City, NY 10001	12	1700	New York City	0	Dec
2	295666	LG Washing Machine	1	600	12/29/2019 7:03	562 2nd St, New York City, NY 10001	12	600	New York City	7	Dec
3	295667	USB-C Charging Cable	1	11.95	12/12/2019 18:21	277 Main St, New York City, NY 10001	12	11.95	New York City	18	Dec
4	295668	27in FHD Monitor	1	149.99	12/22/2019 15:13	410 6th St, San Francisco, CA 94016	12	149.99	San Francisco	15	Dec

# The monthly for sales & Dec Month Earn

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- ▶ Create the pivot chart from the Best Buy sales dataset table.
- ▶ Pivot chart create on the monthly for sales
- ▶ Form the table, we can find the height sales Month (Dec).

$\text{max sales} = \text{MAX}([\text{MONTH}])$

$\text{Month name} = \text{INDEX}([\text{MONTH}], \text{MATCH}(\text{MAX}([\text{SUM OF QUANTITY ORDER}]), [\text{SUM OF QUANTITY ORDER}], 0))$

- ▶ Then create December month Earn chart.

$\text{Total earned} = \text{product}([\text{Quantity Ordered}], [\text{Price Each}])$

$\text{Total earned month} = \text{SUM}([\text{Total Earned}])$



# The monthly for sales & Dec Month Earn

## MONTH - SALES TABLE

MONTH	Sum of Quantity Ordered
Jan	10903
Feb	13449
Mar	17005
Apr	20558
May	18667
Jun	15253
Jul	16072
Aug	13448
Sep	13109
Oct	22703
Nov	19798
Dec	28114

MAXIMUM SALES MONTH =

28114

Dec

## MONEY EARNED ON DECEMBER MONTH

PRODUCT	QUANTITY ORDERED	PRICE PER EACH	TOTAL EARNED
20in Monitor	569	109.99	\$62,584.31
27in 4K Gaming Monitor	864	389.99	\$336,951.36
27in FHD Monitor	962	149.99	\$144,290.38
34in Ultrawide Monitor	849	379.99	\$322,611.51
AA Batteries (4-pack)	3724	3.84	\$14,300.16
AAA Batteries (4-pack)	4241	2.99	\$12,680.59
Apple Airpods Headphone	2076	150	\$311,400.00
Bose SoundSport Headphc	1824	99.99	\$182,381.76
Flatscreen TV	666	300	\$199,800.00
Google Phone	715	600	\$429,000.00
iPhone	906	700	\$634,200.00
LG Dryer	86	600	\$51,600.00
LG Washing Machine	80	600	\$48,000.00
Lightning Charging Cable	3087	14.95	\$46,150.65
Macbook Pro Laptop	643	1700	\$1,093,100.00
ThinkPad Laptop	539	999.99	\$538,994.61
USB-C Charging Cable	3250	11.95	\$38,837.50
Vareebadd Phone	284	400	\$113,600.00
Wired Headphones	2749	11.99	\$32,960.51

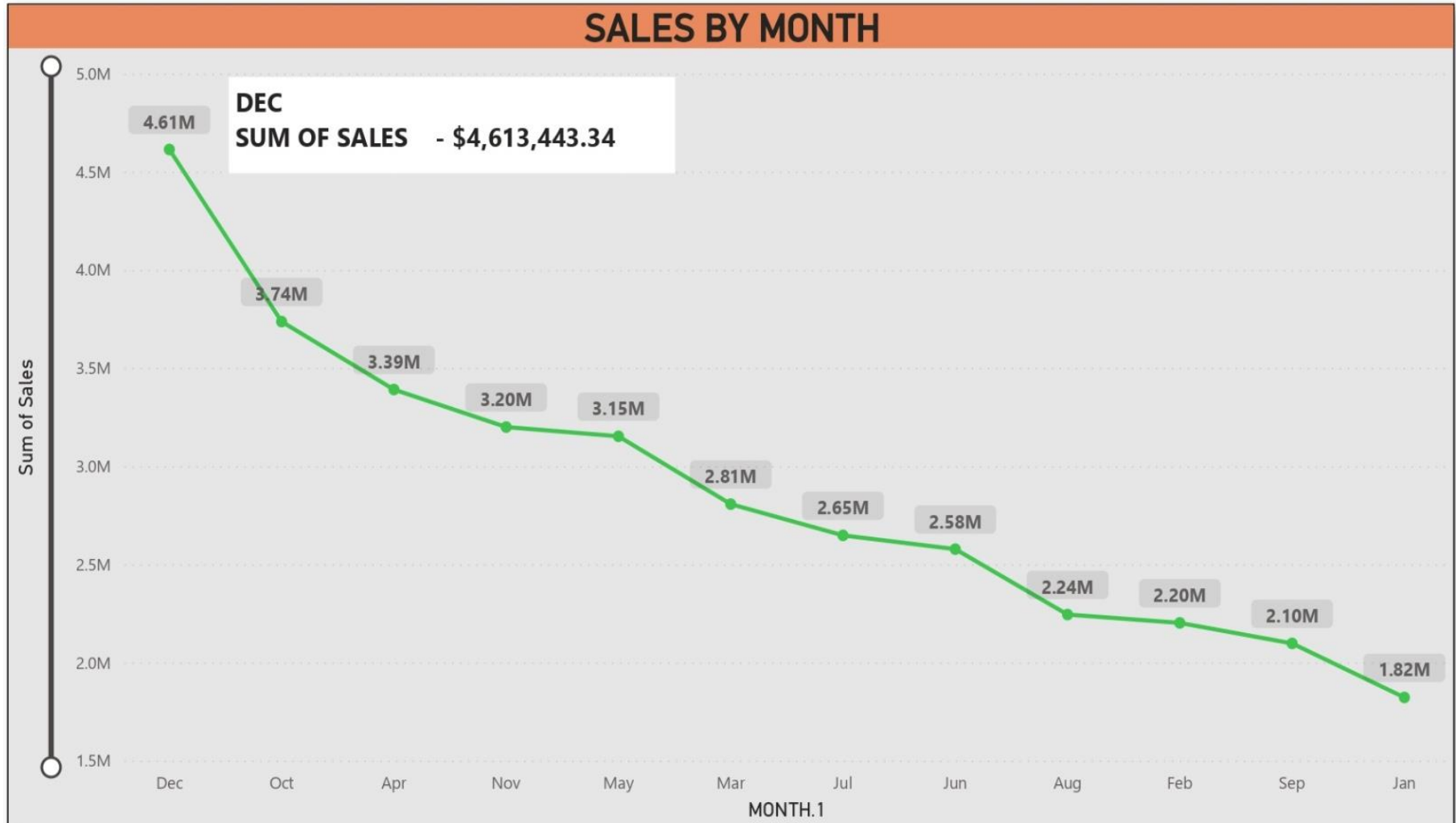
TOTAL EARNED IN DECEMBER MONTH =

4613443.34

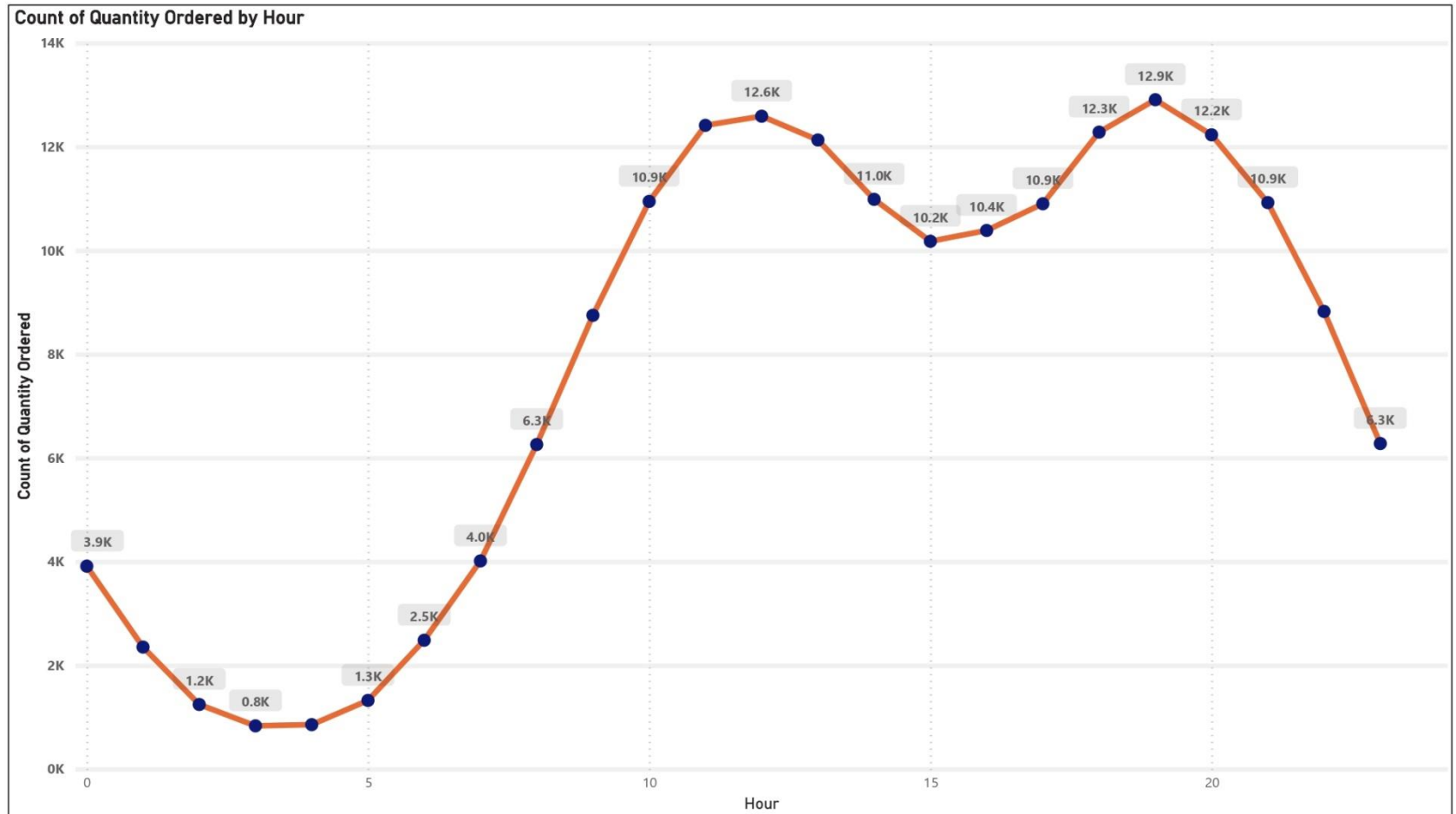
# Best Sales In December Month



# Earned In December Month



# we display advertisements to maximize the likelihood of customers buying products?





# we display advertisements to maximize the likelihood of customers buying products?

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- ▶ There are approximately 2 peaks at the data.
- ▶ They are 12 (12 PM) and 19 (7 PM). It makes sense since most people shopping during the day. From this data, we can suggest to our bussiness partner to advertise their product right before 12 PM and/or 7 PM.
- ▶ It could be 11.30 AM and/or 6.30 PM.
- ▶ We can suggest to advertise the products right before 12 PM and/or 7 PM. It could be **11.30 AM and/or 6.30 PM.**



# City Sold The Most Product

## CITY - SALES TABLES

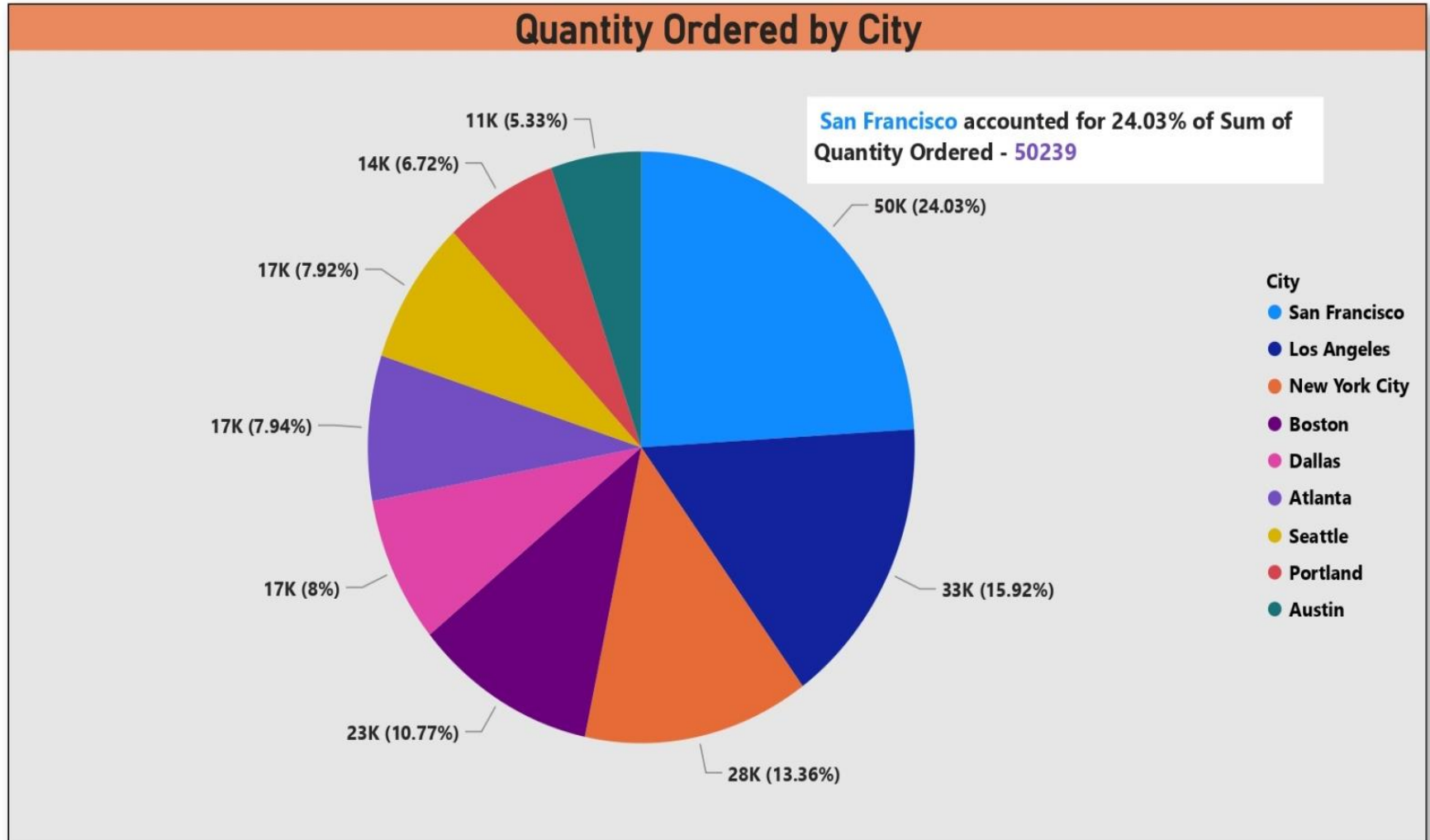
Row Labels	Sum of Quantity Ordered
Atlanta	16602
Austin	11153
Boston	22528
Dallas	16730
Los Angeles	33289
New York City	27932
Portland	14053
San Francisco	50239
Seattle	16553
<b>Grand Total</b>	<b>209079</b>

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MAXIMUM CITY SALES

50239 San Francisco

# City Most Sold Pie Chart Visualization



# City Sold The Most Product

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- ▶ Create a pivot chart on [City & sum of Quantity Ordered]
- ▶ To find from the chart Which city maximum sum of Quantity ordered by the Product

=Max([Sum of Quantity Ordered])

=INDEX([CITY],MATCH(MAX([Sum of Quantity Ordered]),[Sum of Quantity Ordered],0))

- ▶ The city sold most Products is – San Francisco (**50239**)



# Products Are Most Often Sold Together

## PRODUCT - SALES TABLES

Row Labels	Sum of Quantity Ordered
20in Monitor	4129
27in 4K Gaming Monitor	6244
27in FHD Monitor	7550
34in Ultrawide Monitor	6199
AA Batteries (4-pack)	27635
AAA Batteries (4-pack)	31017
Apple AirPods Headphones	15661
Bose SoundSport Headphones	13457
Flatscreen TV	4819
Google Phone	5532
iPhone	6849
LG Dryer	646
LG Washing Machine	666
Lightning Charging Cable	23217
Macbook Pro Laptop	4728
ThinkPad Laptop	4130
USB-C Charging Cable	23975
Vareebadd Phone	2068
Wired Headphones	20557
<b>Grand Total</b>	<b>209079</b>

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MAXIMUM PRODUCT SALES =

31017 AAA Batteries (4-pack)

SECOND MAXIMUM PRODUCT SALES =

27635 AA Batteries (4-pack)

# Bar Graph Visualization



## Products Are Most sold & Often Sold Together

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- ▶ Create a pivot chart on Product & Quantity order,.
- ▶ That's pivot shows the sum of Quantity ordered the products in every month.

- ▶ To find from the data maximum product sold is –

[AAA batteries (4-pack)] – **31017**

=MAX([Sum of Quantity Ordered])

=INDEX([PRODUCT],MATCH(MAX([Sum of Quantity Ordered]), [Sum of Quantity Ordered],0))

- ▶ Most Often Sold Together

[AAA batteries (4-pack)] – **31017**

[AA batteries (4-pack)] – **27635**





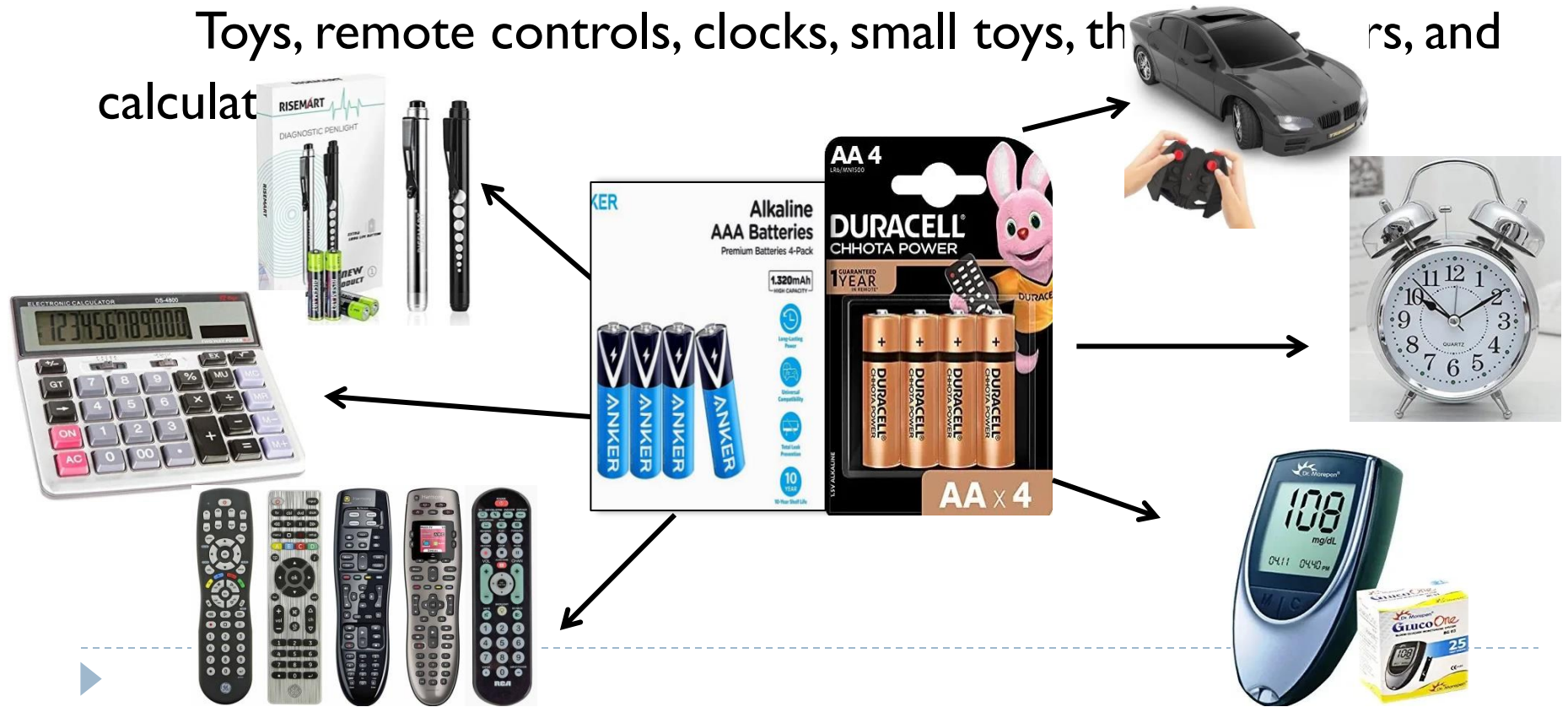
# Why do you think it sold the most?

## ▶ AAA (44.5 mm × 10.5 mm)

TV remotes, cameras, MP3 players, Bluetooth, kitchen timers etc.

## ▶ AA (49.2 mm × 13.5 mm – 14.5 mm)

Toys, remote controls, clocks, small toys, the car, calculators, and





# Why do you think it sold the most?

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- ▶ Because it's cheaper than other products and has high demand.
- ▶ AAA batteries cost “\$2.33”.
- ▶ AAA batteries are most often used in small electronic devices, such as TV remote controls, MP3 players and digital cameras.
- ▶ AA batteries (remote controls, cordless computer mice and keyboards, etc.) are being replaced by models that accept AAA battery cells. They are used for small toys, thermometers, and calculators.
- ▶ Triple A batteries are often used for small electronic devices such as TV remote controls, kitchen timers, graphing calculators, and bathroom scales.



## Result:

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- ▶ December height sales - **28114** (BEST MONTH FOR SALES),
- ▶ Earned that month - **\$4,613,443.34**
- ▶ City sold the most product San Francisco – **50239**
- ▶ Products are most often sold together
  - AAA Batteries (4-pack) -- **31017**
  - AA Batteries (4-pack) -- **27635**
- ▶ Product sold the most
  - (AAA Batteries (4-pack) – **31017**)
  - Because it's cheaper than other products and has high demand.



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**END**

