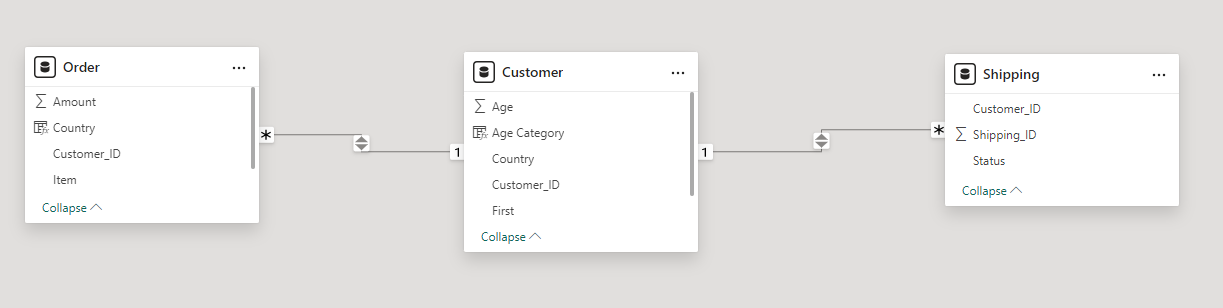
**Sales analysis**

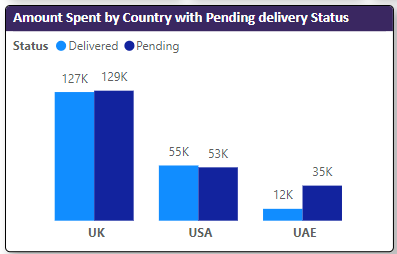
**Data Model Diagram: -**

****

***1.the total amount spent and the country for the Pending delivery status for each country.***

****

The total amount spent overall is 5,32,500 (533K)

****

the country for the Pending delivery status for each country.

The above Visual will provide breakdown of Amount spent by country wise and split by Delivery status.

**Observation**:- UAE has 73% of amount with delivery status as pending , while rest of the countries has almost equal share of amount for both delivery status.

***2.the total number of transactions, total quantity sold, and total amount spent for each customer, along with the product details.***

***Assumptions:-***

1) Each order id is considered as transaction , so for total number of transactions count of order ID is considered

2) Quantity column is missing in the data so each order ID is considered as having quantity 1

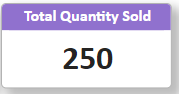
**Note**:- For the 2nd question these are assumptions followed for missing data and if any data issues ready to take the assessment.

***the total number of transactions***



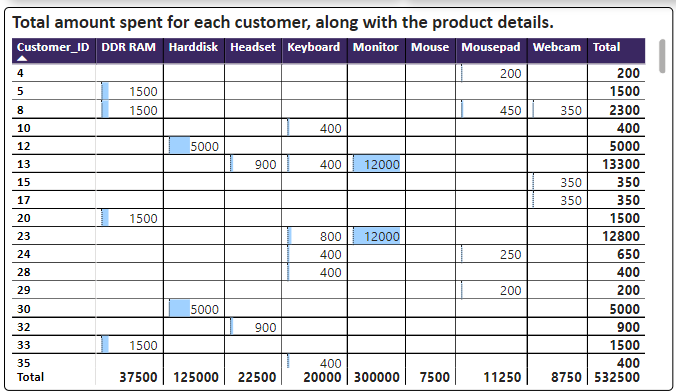
There are totally 250 order id’s and considering each ID as a transaction we have totally 250 Transactions.

***total quantity sold,***



We don’t have column that as details about quantity sold so assuming each order ID has one quantity we have total quantity sold as 250

***and total amount spent for each customer, along with the product details.***

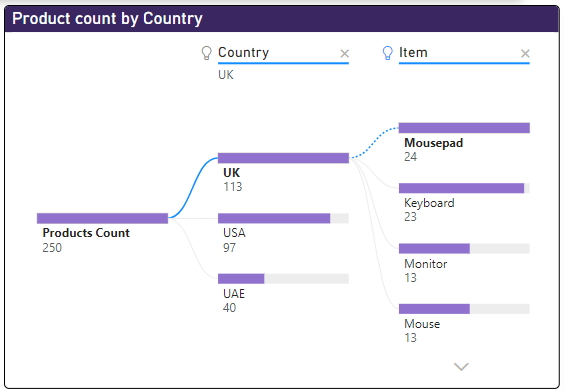


The above matrix table is created understand amount spent by each customer by product.

**Observation**:-

1. Highest amount is generated by Monitor
2. Costumer ID 166,123,129 contributed to highest amount.

***3.the maximum product purchased for each country.***

******

The above Decomposition tree is created understand the product count from each country.

**Observations**:-

UK has highest quantity of product count (113).

Mousepad(24), Key boards(23) are the highest products sold which contributing to 42% of products.

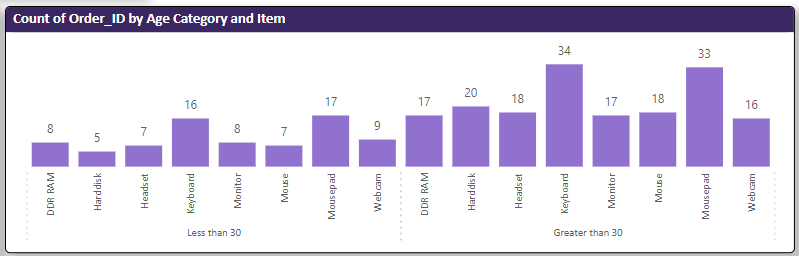
USA has second highest quantity of product count (97)

Mousepad(18), Key boards(15) are the highest products sold which contributing to 34% of products.

USA has Third highest quantity of product count (40)

Key boards(12), Mousepad(8) are the highest products sold which contributing to 50% of products.

***4.the most purchased product based on the age category less than 30 and above 30***

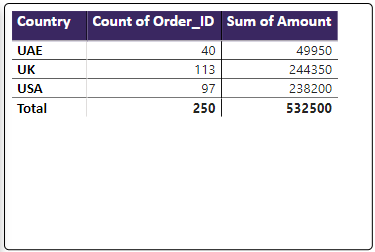


**Observation:-**

In less than 30 category Mousepad and Keyboard are highest

In greater than 30 category Keyboard and Mousepad are highest.

***5.the country that had minimum transactions and sales amount.***

****

UAE has minimum transactions and sales amount