

Annual Product Category Quality Analysis



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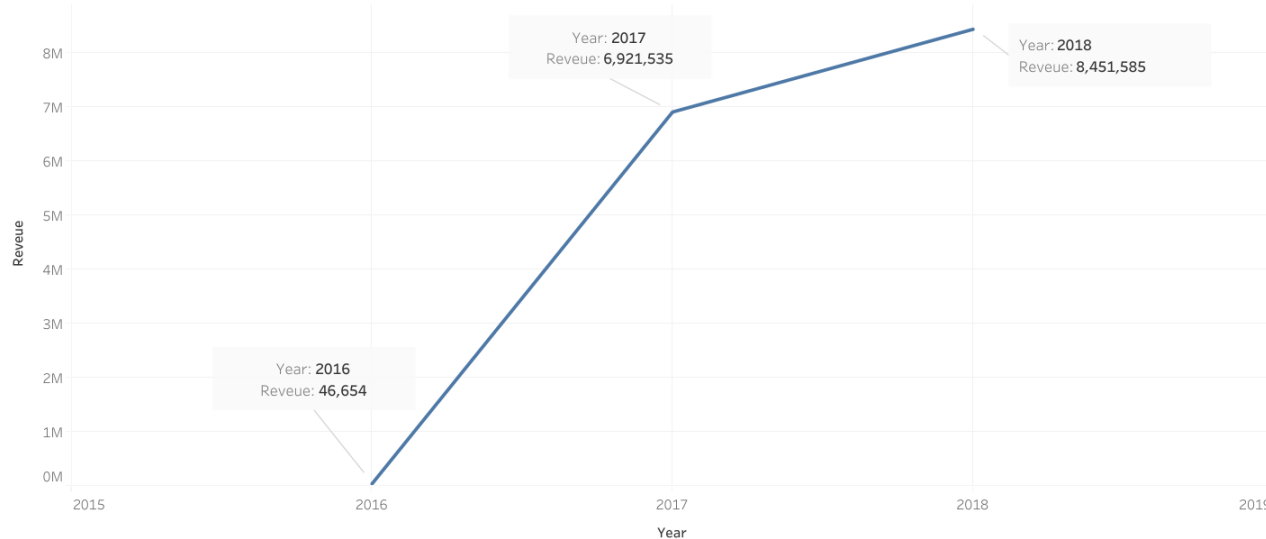
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As a business graduate with a keen interest in data analysis, I possess a strong foundation in market research and SQL. I am adept at leveraging data to uncover valuable insights and develop impactful marketing campaigns. With a curious and innovative mindset, I constantly explore new ways to harness the power of data to drive business performance. My expertise in SQL allows me to efficiently manage and analyze large datasets, enabling data-driven decision-making. I am passionate about staying abreast of industry trends and leveraging data to achieve marketing success and deliver tangible results.

“Annual Product Category Quality Analysis is the process of evaluating the quality and performance of different product categories over a specific period, usually a year. It involves assessing various aspects of the products within each category to determine their level of quality, customer satisfaction, and overall performance. The analysis aims to provide insights into the strengths and weaknesses of each product category, identify areas for improvement, and make data-driven decisions to enhance the overall quality and customer experience.”

Revenue Growth

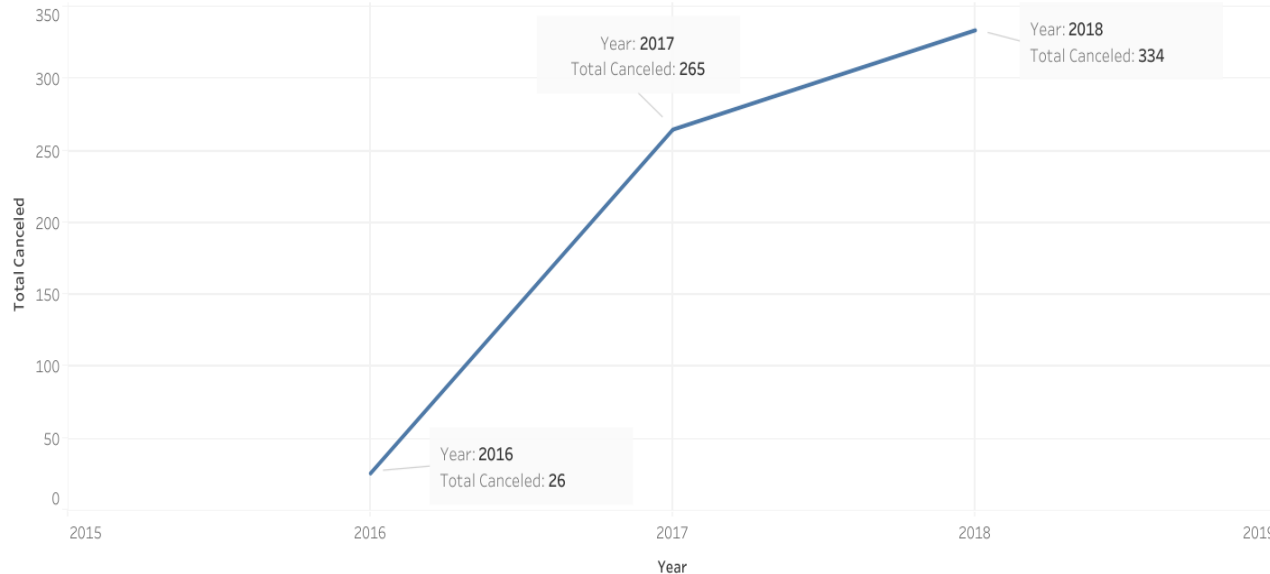
Revenue per Years



The data shows a consistent increase in revenue from 2016 to 2018, indicating positive business performance and sales growth over the years. However, there is missing data for 2019, and NULL values for 2020, which may require further investigation or data clarification.

Canceled Orders

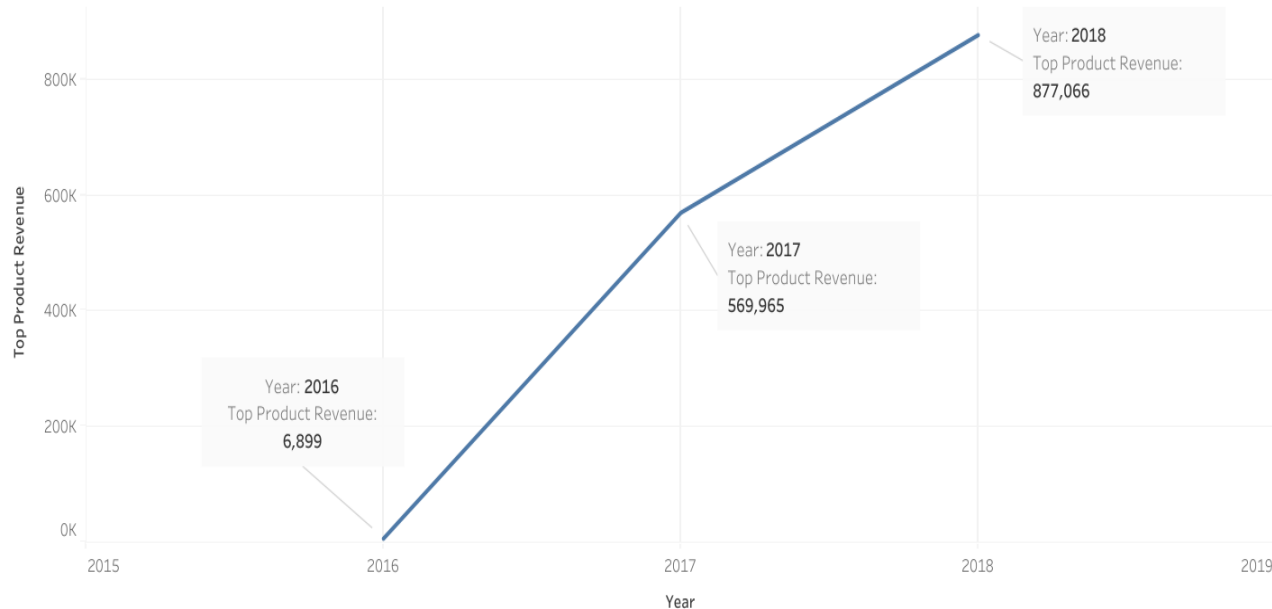
Canceled Orders



The "Total_canceled" column indicates the number of canceled orders. Analyzing this data can help identify any potential issues in the order fulfillment process or customer satisfaction. The highest number of canceled orders occurred in 2018, which may require further investigation to determine the reasons behind the cancellations.

Top Products Revenue

Top Products Revenue

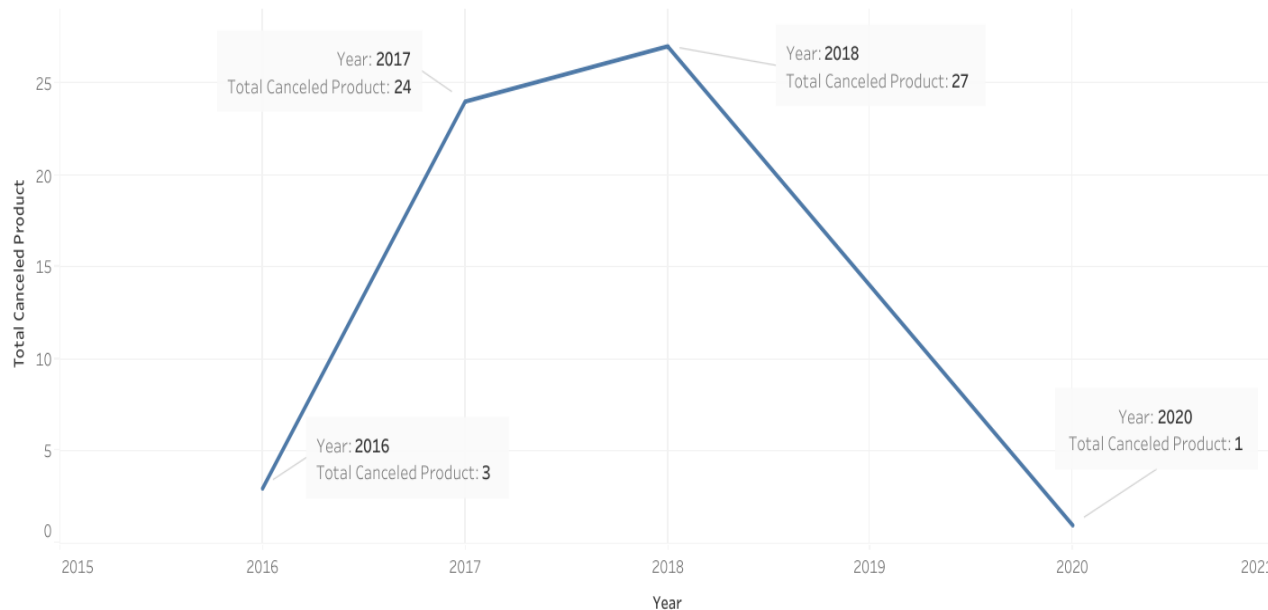


The data shows a positive revenue growth trend over the years, with a significant increase from 2016 to 2017 and a moderate increase from 2017 to 2018. However, data for 2020 is not available.

The "top_product_revenue" column highlights the highest revenue-generating product category for each year. In 2016, the top product category generated revenue of \$6,899.35. In 2017, it generated \$569,964.78, and in 2018, it generated \$877,065.73.

Total Canceled Products

Total Canceled Products



The data shows a fluctuating trend in the total number of canceled products over the years. In 2016, there were 3 canceled products, which increased to 24 in 2017, and further increased to 27 in 2018. However, data for 2020 is not complete and only show 1 canceled product.

The increasing trend in the total number of canceled products from 2016 to 2018 indicates a potential issue with product quality, customer satisfaction, or other factors affecting customer retention. Further analysis is required to identify the reasons behind the cancellations and address any underlying issues.