

Sales Product Data 2019



34,46 mill.

revenue

178 mil

orders

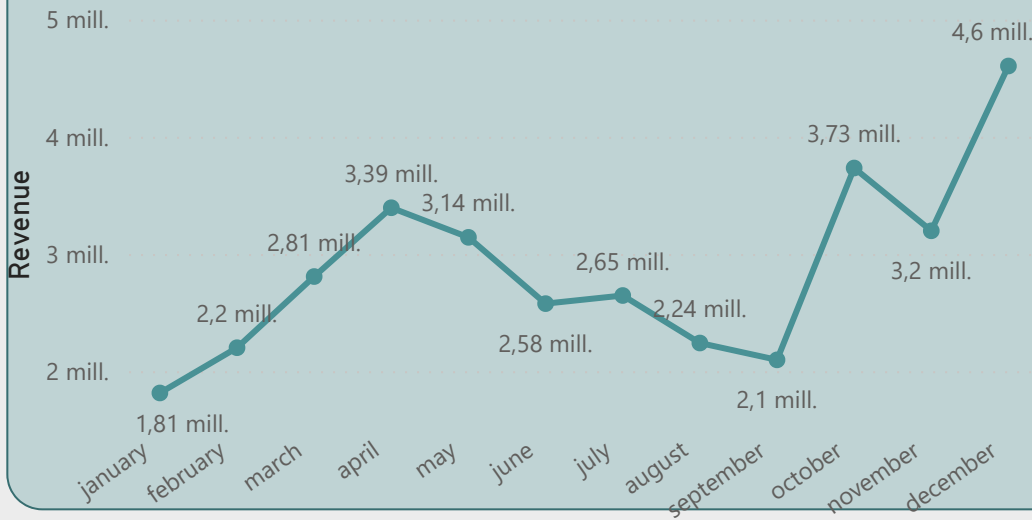
186 mil

sold product

Monthly analysis

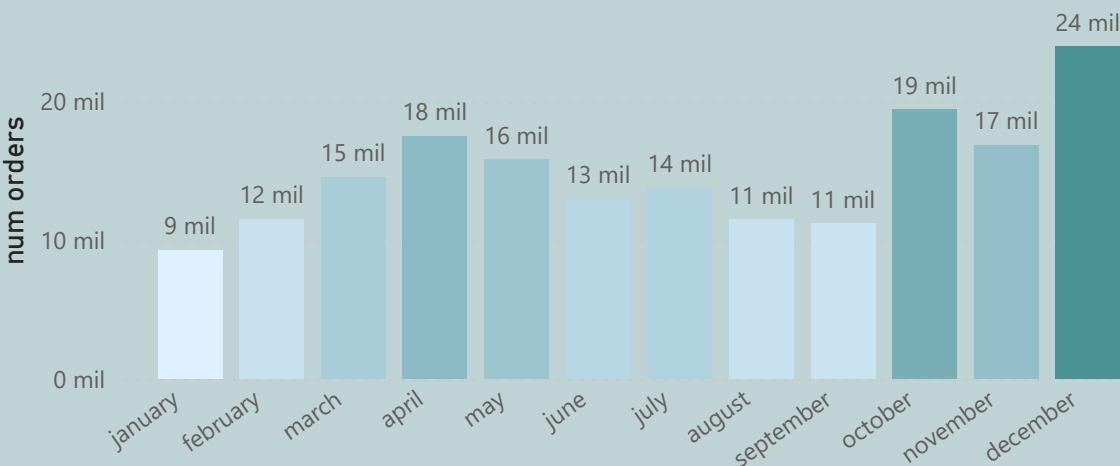


Revenue by month



December was the best month, contributing 13% of revenue and orders (24K), followed by October and April. This may be possible due to the festivities in December such as Christmas and New Year.

Orders by month



Analysis by city and state

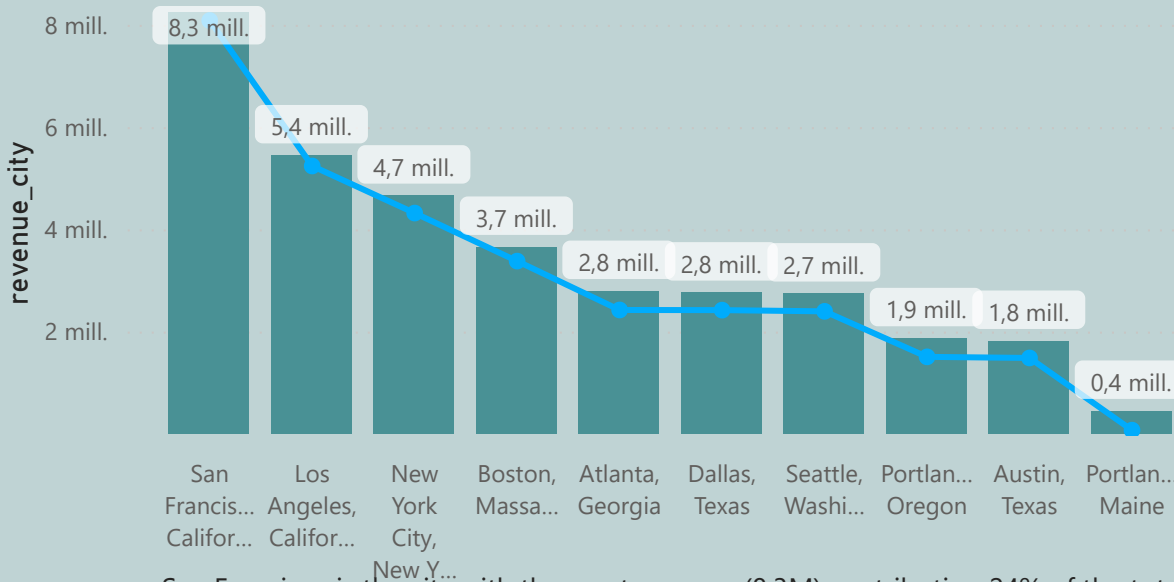


city	0,00	1,00	2,00	3,00	4,00	5,00	6,00	7,00	8,00	9,00	10,00	11,00	12,00	13,00	14,00	15,00	16,00	17,00	18,00	19,00	20,00	21,00	22,00	23,00
Atlanta, Georgia	300	206	107	55	74	94	181	330	486	703	757	951	972	921	836	747	795	865	896	1011	921	866	685	494
Austin, Texas	190	124	64	51	37	64	122	211	326	465	605	629	653	641	544	558	505	553	586	661	588	540	442	348
Boston, Massachusetts	409	213	116	74	88	116	272	382	670	930	1061	1258	1321	1257	1196	1031	1045	1089	1316	1335	1287	1122	895	605
Dallas, Texas	274	160	87	67	54	97	186	304	500	667	853	920	950	976	858	746	826	857	960	973	904	827	681	511
Los Angeles, California	615	383	192	114	117	201	347	608	930	1295	1734	1948	1935	1859	1626	1579	1563	1672	1904	1937	1909	1679	1379	971
New York City, New York	525	311	159	97	101	192	315	490	829	1135	1398	1633	1547	1579	1397	1291	1363	1388	1540	1690	1556	1430	1102	772
Portland, Maine	46	34	14	10	11	13	39	54	81	104	150	166	160	143	136	136	134	147	155	169	155	132	112	62
Portland, Oregon	212	113	64	45	46	67	117	222	320	427	539	608	694	627	587	514	546	570	587	703	668	573	460	306
San Francisco, California	903	545	305	213	207	324	606	943	1422	1966	2568	2837	2884	2770	2514	2402	2377	2524	2861	2957	2826	2501	2022	1410
Seattle, Washington	274	157	84	75	75	90	190	292	472	712	827	932	966	909	828	757	806	811	956	941	949	829	675	511

We can see that we have peak hours around 11:00 a.m. to 1:00 a.m. and 6:00 a.m. to 8:00 a.m., which are times when advertising can be displayed to maximize the probability that the customer will purchase a product.

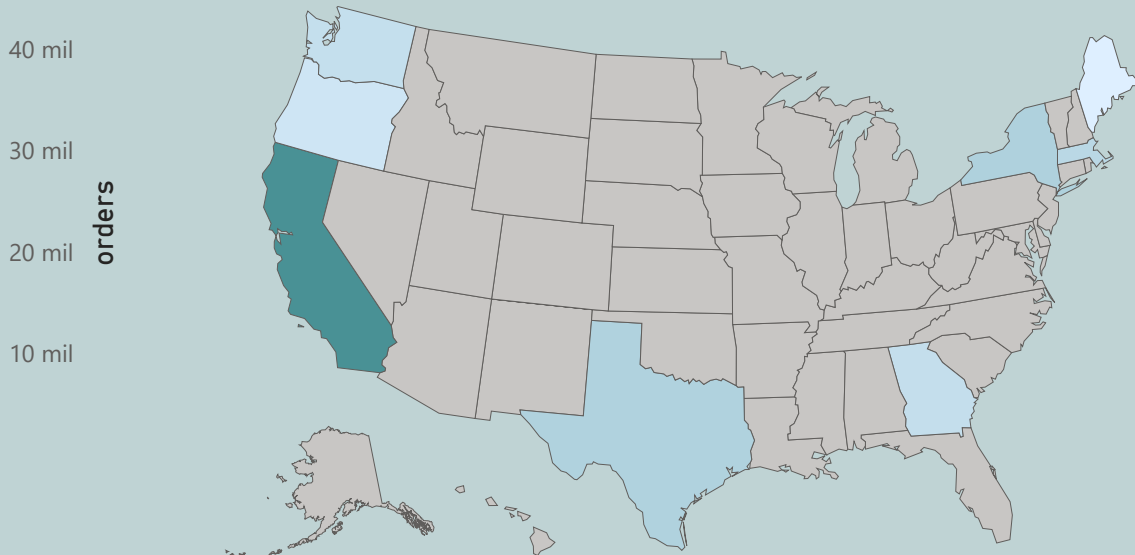
percentage and revenue by city

revenue_city orders

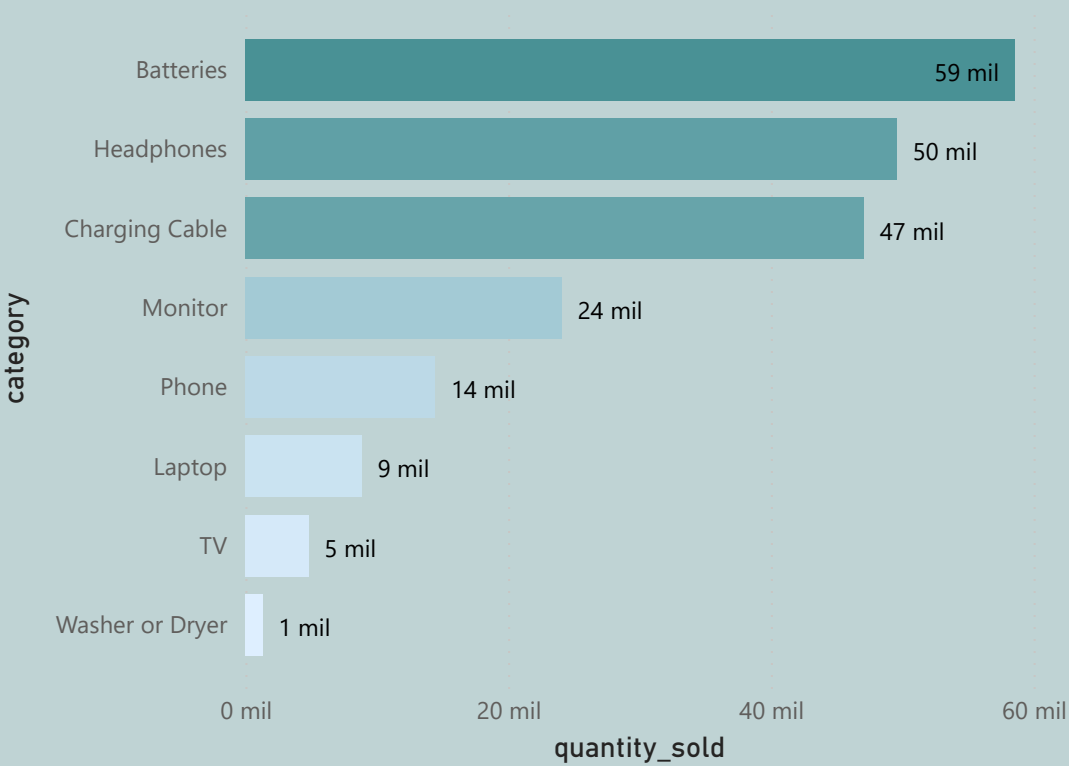


San Francisco is the city with the most revenue (8.3M) contributing 24% of the total of revenue 2019. While the states with revenue was California(13.7M), this may be because this is the state with the largest population in the United States

Revenue by state



quantity sold by category



The category that sold the most products was batteries (59 thousand products), while the "AAA batteries" the most sold product. However, we can see that it is not the product with the highest revenue, but the "Macbook Pro Laptop" with revenue 8M, This can be associated with the unit value of each product

product	quantity sold	revenue	price_each
AAA Batteries (4-pack)	30981	92.633,19	\$2,99
AA Batteries (4-pack)	27615	106.041,60	\$3,84
USB-C Charging Cable	23927	285.927,65	\$11,95
Lightning Charging Cable	23163	346.286,85	\$14,95
Wired Headphones	20520	246.034,80	\$11,99
Apple AirPods Headphones	15633	2.344.950,00	\$150
Bose SoundSport Headphones	13427	1.342.565,73	\$99,99
27in FHD Monitor	7538	1.130.624,62	\$149,99
iPhone	6845	4.791.500,00	\$700
27in 4K Gaming Monitor	6238	2.432.757,62	\$389,99
34in Ultrawide Monitor	6192	2.352.898,08	\$379,99
Google Phone	5528	3.316.800,00	\$600
Flatscreen TV	4812	1.443.600,00	\$300
Macbook Pro Laptop	4724	3.030.800,00	\$1.700
ThinkPad Laptop	4126	4.125.958,74	\$999,99
20in Monitor	4123	453.488,77	\$109,99
Vareebadd Phone	2067	826.800,00	\$400
LG Washing Machine	666	399.600,00	\$600
LG Dryer	646	387.600,00	\$600