

INSIGHTS FOR GLOBAL ELECTRONICS



BY

YUVAGAR K





AGENDA

INTRODUCTION

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BUSINESS USE CASES

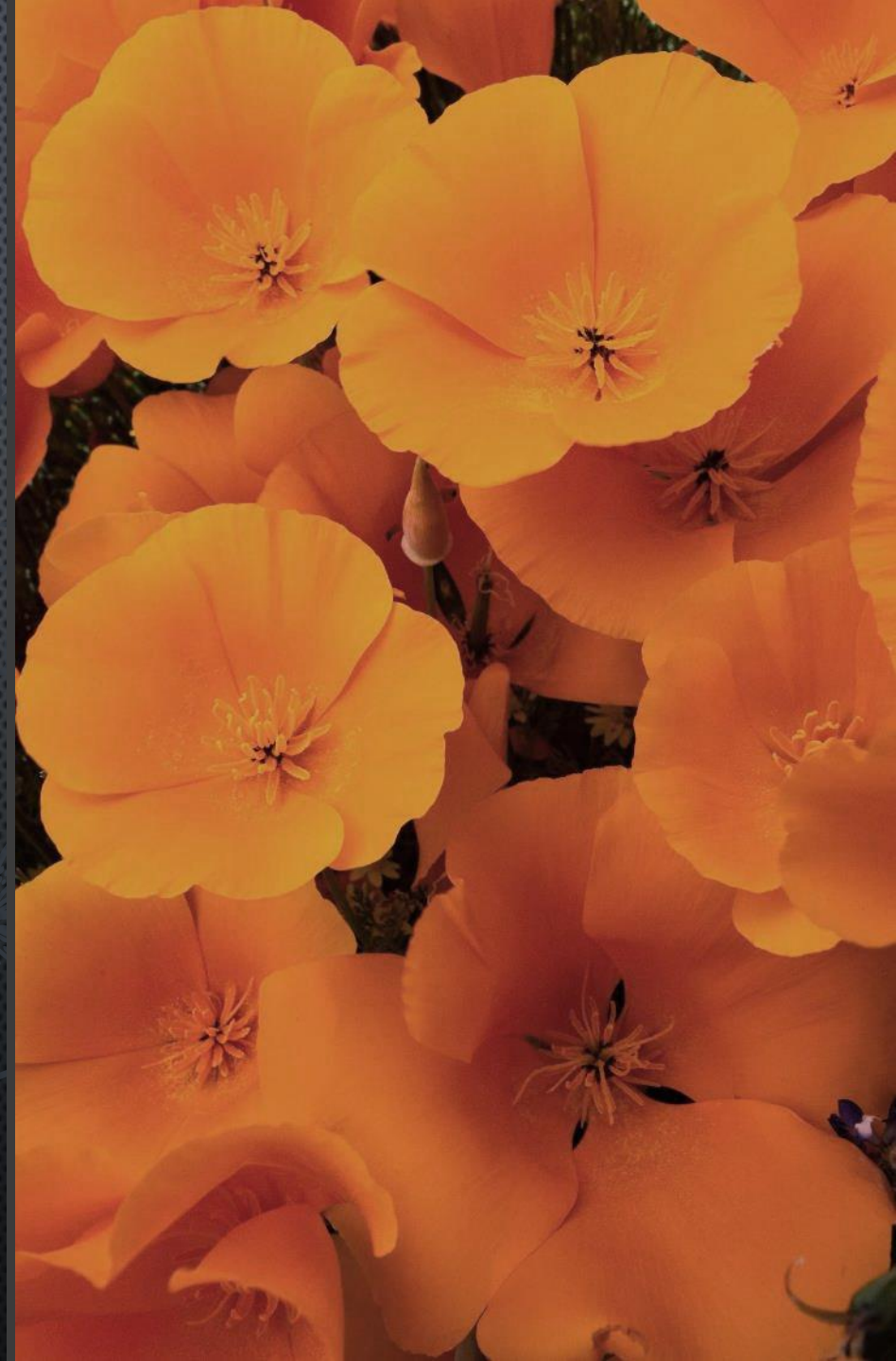
POWER BI VISUALIZATION

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INTRODUCTION



GLOBAL ELECTRONICS, A LEADING RETAILER OF CONSUMER ELECTRONICS, HAS PROVIDED WITH SEVERAL DATASETS CONTAINING INFORMATION ABOUT THEIR CUSTOMERS, PRODUCTS, SALES, STORES, AND CURRENCY EXCHANGE RATES. THE COMPANY SEEKS TO LEVERAGE THIS DATA TO BETTER UNDERSTAND THEIR BUSINESS AND IDENTIFY AREAS FOR IMPROVEMENT.



DATA ANALYSIS



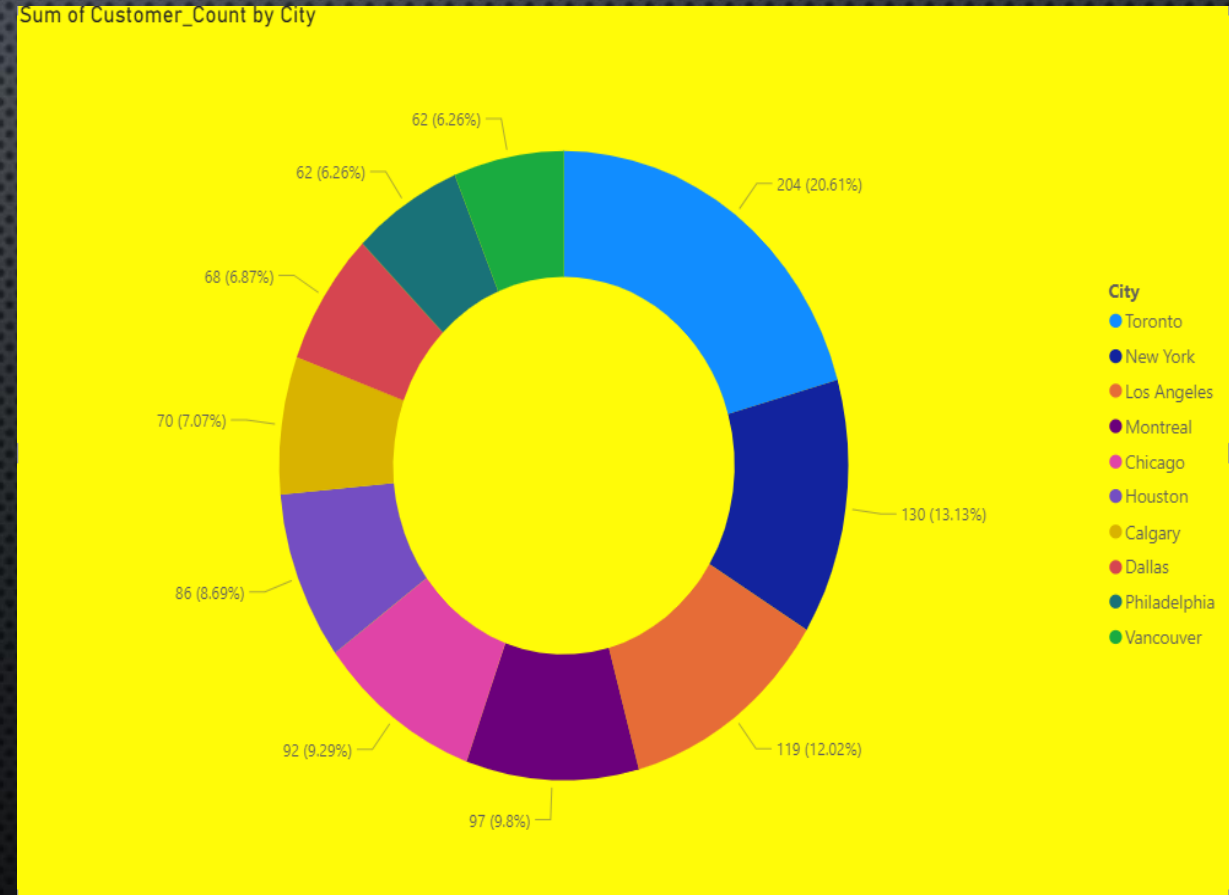
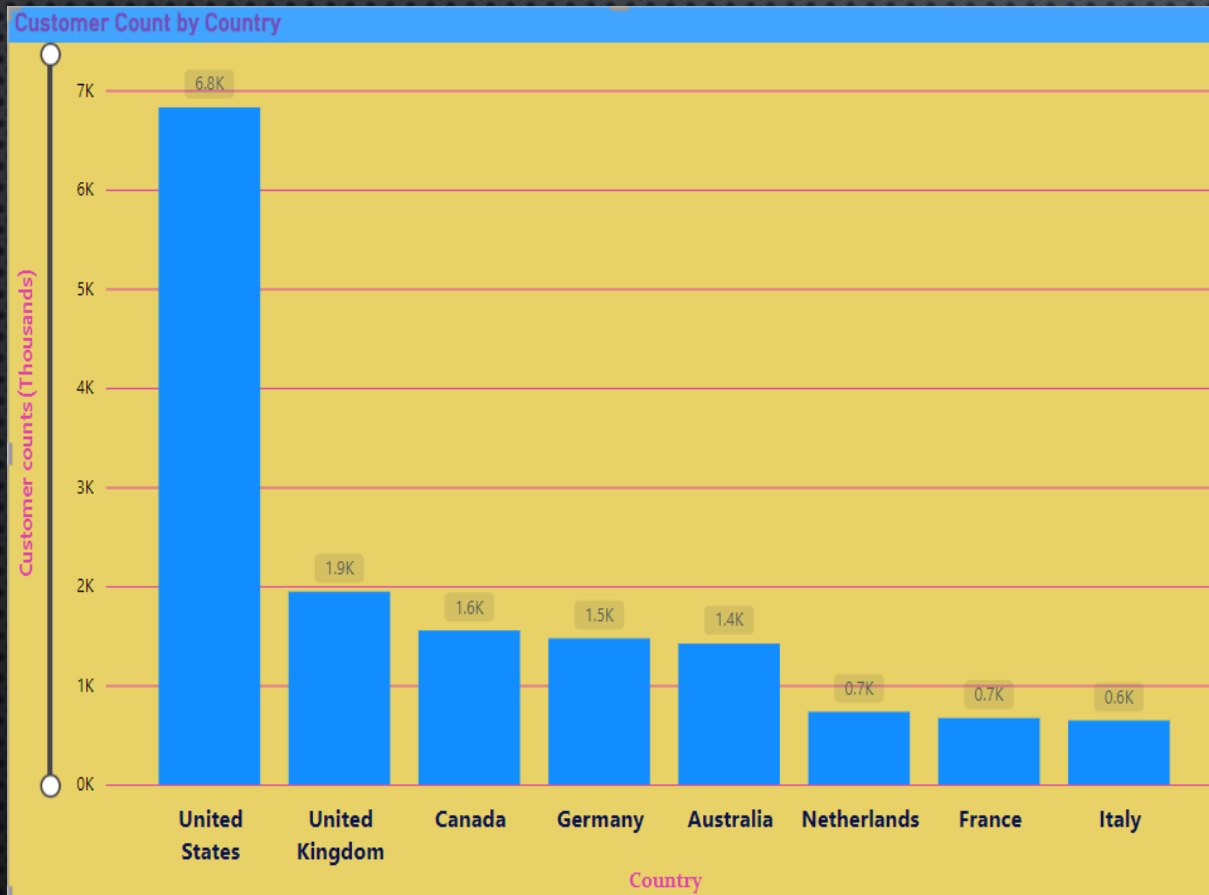
- ✓ CUSTOMERS
 - ✓ PRODUCTS
 - ✓ SALES
 - ✓ STORES AND
 - ✓ CURRENCY EXCHANGE RATES.
- 

BUSINESS USE CASES

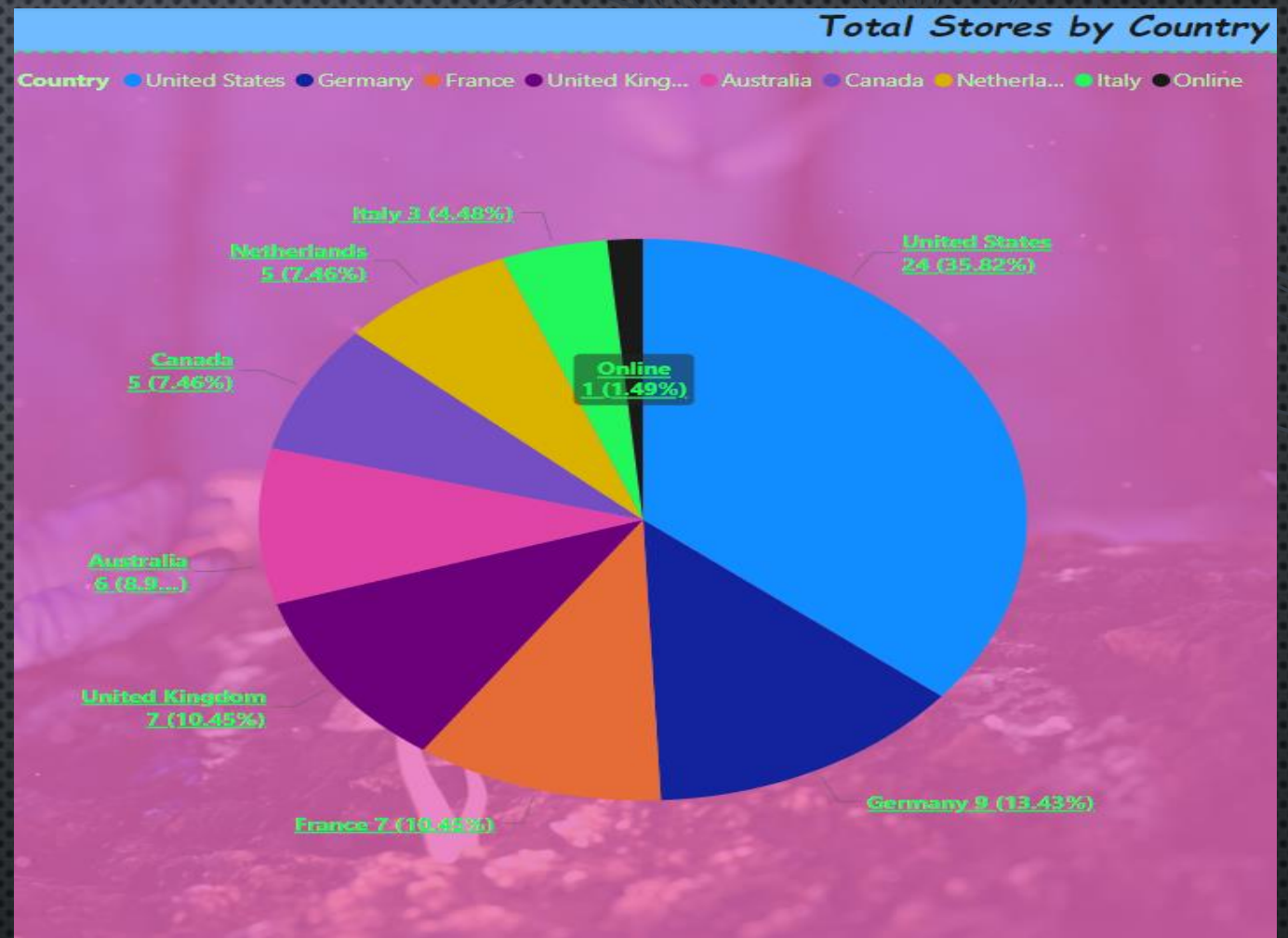


BY ANALYZING GLOBAL ELECTRONICS' CUSTOMER, PRODUCT, SALES, AND STORE DATA, WE AIM TO IDENTIFY KEY INSIGHTS THAT WILL ENHANCE MARKETING STRATEGIES, OPTIMIZE INVENTORY MANAGEMENT, AND IMPROVE SALES FORECASTING. THIS WILL HELP TAILOR MARKETING CAMPAIGNS, DEVELOP BETTER PRODUCTS, PLAN EFFECTIVE PROMOTIONS, AND DECIDE ON STORE EXPANSIONS AND OPTIMIZATIONS

CUSTOMER'S ANALYSIS



STORES ANALYSIS



The United States dominates with 35.82%, significantly outpacing other countries. Germany (13.43%) and the UK and France (10.45% each) follow, while Australia (8.95%) and Canada (7.46%) show strong regional presence; online representation is minimal at 1.50%.

Subcategory	Sum of TOTAL_SALE_AMOUNT
Camcorders	6,715,980.00
Desktops	19,812,712.99
Laptops	6,329,554.41
Movie DVD	6,262,012.85
Projectors & Screens	7,535,044.00
Refrigerators	4,305,328.80
Smart phones & PDAs	5,611,314.00
Televisions	8,617,438.28
Touch Screen Phones	6,166,924.00
Water Heaters	7,095,645.00
Total Sale	78,451,954.33

These 10 products have given higher profit when compared to other things

TOP 10 SELLING ITEMS AND PROFIT

TOP SELLING BRANDS

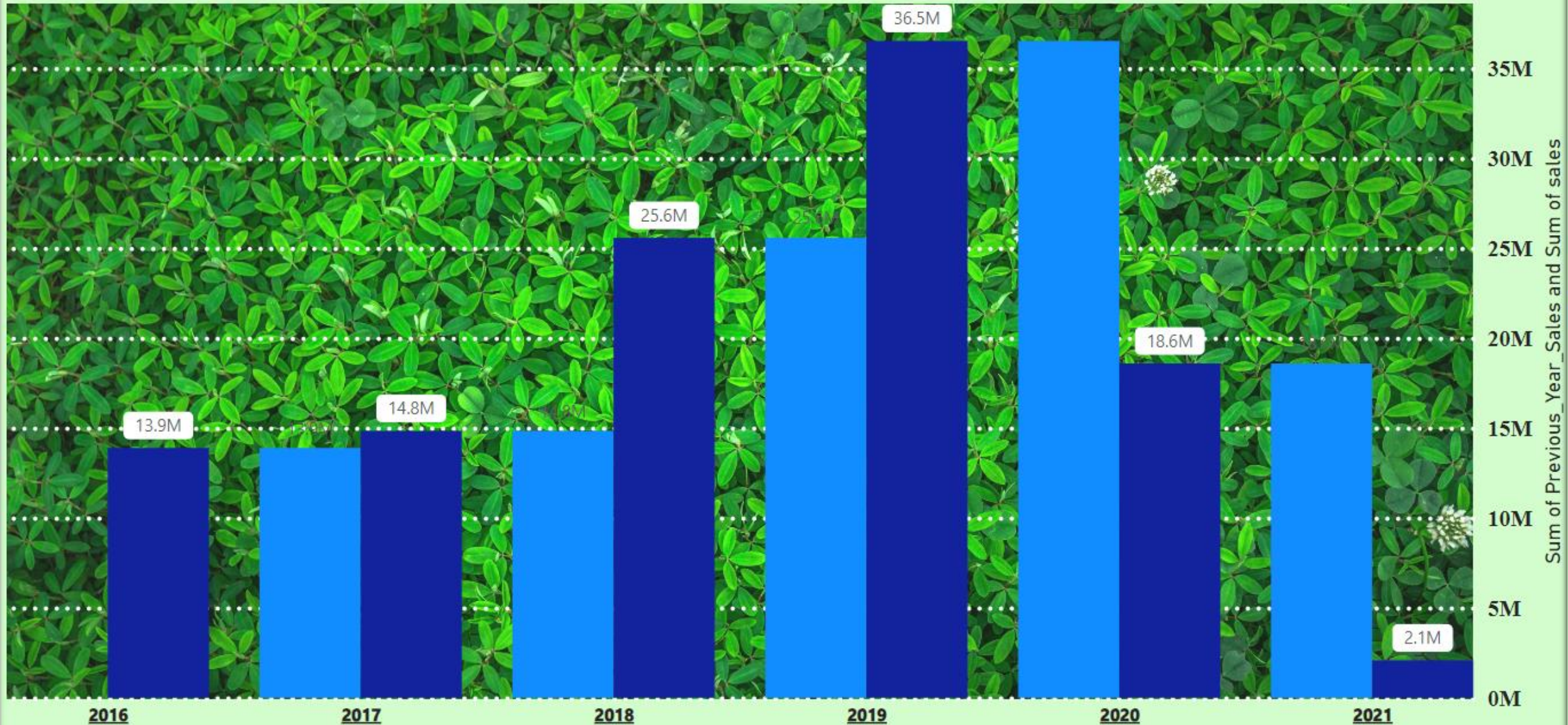
Brand	Product_Name	Sum of Total_Sales
A. Datum	A. Datum Point Shoot Digital Camera M500 Green	2,972,415.59
Contoso	Contoso Smart Battery M901 Blue	21,584,650.62
Contoso	Contoso Water Heater 7.2GPM X1800 Blue	21,584,650.62
Litware	Litware Refrigerator 19CuFt M760 Brown	5,318,997.56
Proseware	Proseware Screen 100in M1609 Black	6,425,256.04
Southridge Video	SV 500GB USB 2.0 Portable External Hard Drive X405 White	5,157,191.85
Southridge Video	SV DVD Recorder L220 White	5,157,191.85
Southridge Video	SV DVD Recorder L240 Gold	5,157,191.85
The Phone Company	The Phone Company Smart phones 4 GB of Memory M300 White	10,773,640.00
The Phone Company	The Phone Company Smart phones 8 GB of Memory M400 Gold	10,773,640.00
Total		111,510,959.05

The top-selling brands can vary by year and industry, but as of recent reports, here are ten brands often recognized for their strong global sales and markets.

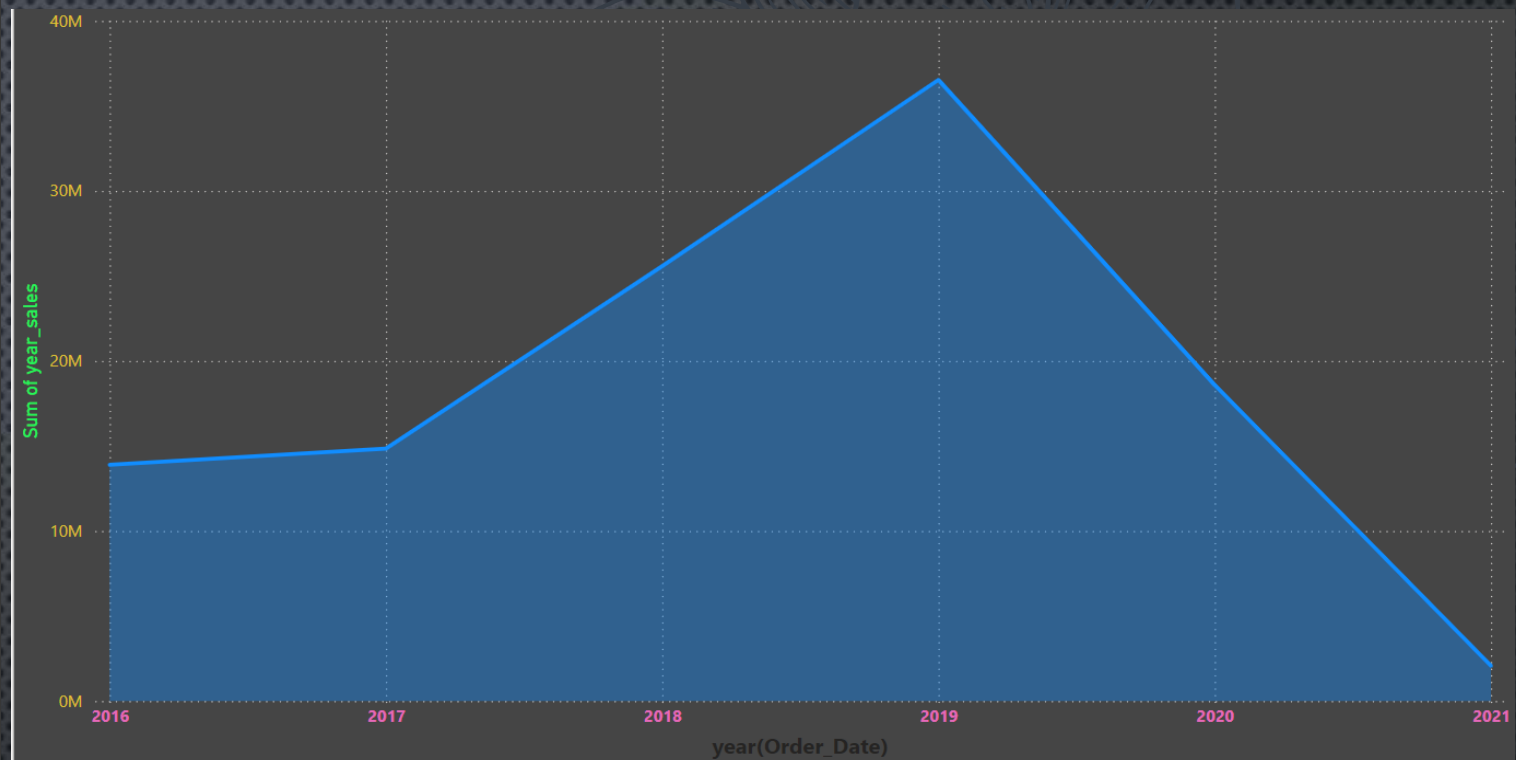


Year wise Sale Comparison

● Sum of Previous_Year_Sales ● Sum of sales



YEAR WISE PROFITS



year	profit
2016	8,214,000.92
2017	8,674,128.11
2018	14,929,922.21
2019	21,395,477.79
2020	10,894,920.29
2021	1,216,927.38

In this plot shows the
ups and downs of the
year's profits



CONCLUSION

- **LOOKING AT OUR ANALYSIS SO FAR, THE PROFITS HAVE BEEN RISING RIGHT UP TO 2019 ,BUT THEN FOR THE NEXT TWO YEARS, THE PROFITS HAVE DECLINED SO FAR.**
- **ONLINE STORES NEED MORE WAYS TO MAKE IT MORE POPULAR.**
- **MANY MORE NEW PRODUCTS SHOULD BE INTRODUCED AS PER THE DEMAND OF THE PEOPLE**
- **ADVERTISING IS VERY IMPORTANT SO WE SHOULD MORE ATTENTION TO IT.**
- **ONLINE AND OFFLINE OFFERS SHOULD BE GIVEN TO ATTRACT MORE PEOPLE.**



THANK YOU