

CUSTOMER ANALYSIS

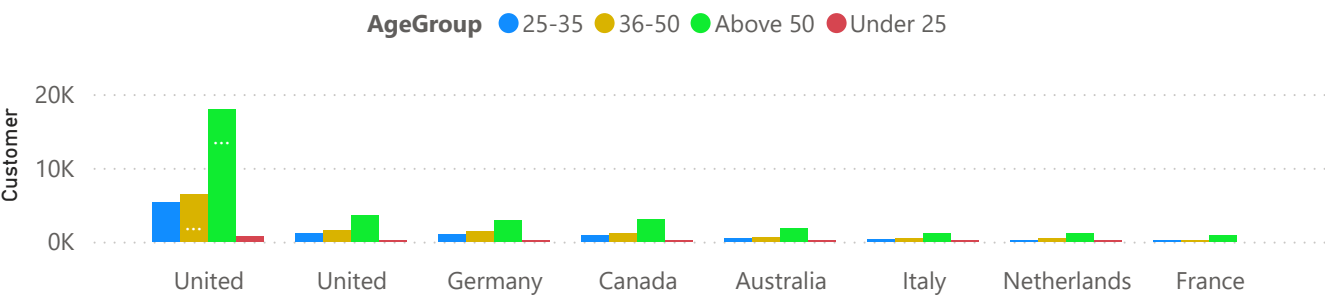
INSIGHTS:

High and Low Customer Regions: By examining the number of customers in various continents, countries, and cities, you can spot regions where customer numbers are high i.e. United States versus regions with lower customers i.e. France

Age Demographics by Region: The query provides insights into which regions have younger or older customer bases, which may affect product demand (e.g., younger demographics may prefer gadgets and gaming equipment, while older groups may focus on home electronics).

Gender Trends by Continent: It shows if certain regions have a higher male or female customer base, helping tailor marketing or product offerings to gender preferences.

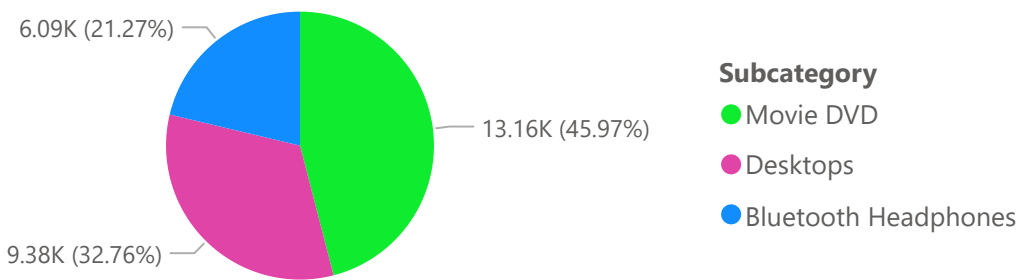
CustomerCount by Country and AgeGroup



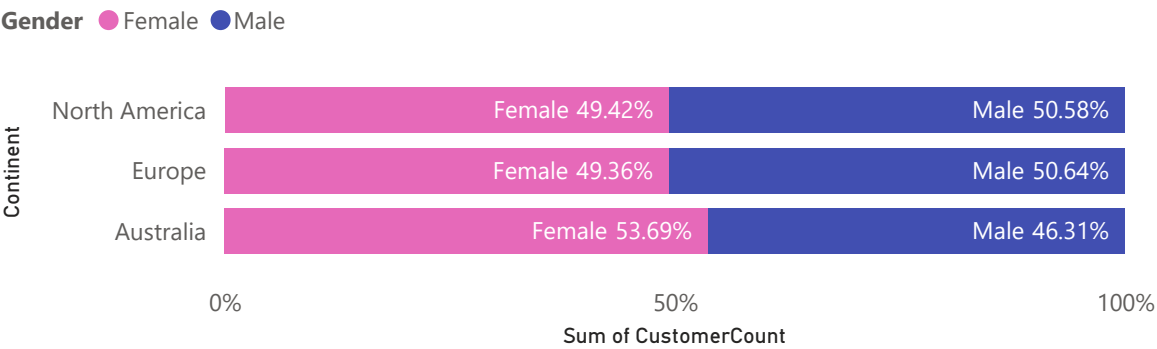
CustomerCount by Country



Most Purchased by Female



Customers by continent and gender



SALES, STORE AND EXCHANGE ANALYSIS

Insights:

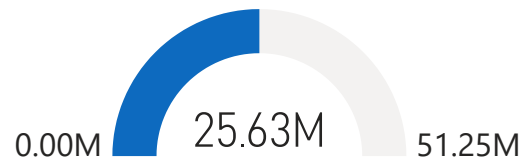
Sales, Store, and Exchange Analysis by Day: Daily trends in sales, store activity, and currency exchanges can reveal peak shopping days and regional demand spikes, allowing for optimized resource allocation and promotions.

Exchange Count by Year and Quarter: Monitoring currency exchange counts across years and quarters helps identify economic or market shifts impacting purchasing behavior, especially in regions with fluctuating exchange rates.

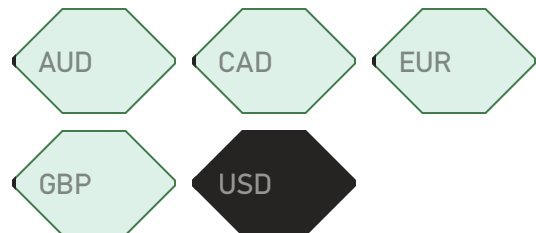
Total Sales & Currency Code: Analyzing total sales in different currencies provides insights into the market size and growth potential in various regions, along with the purchasing power in those areas.

Number of Stores Opened by Year: Tracking store openings by year shows the company's growth trajectory and regional expansion strategies, offering insights into market penetration and regional investment.

TOTAL SALES



Currency Code



30.61K

Count of Exchange

Day

1

31



Year, Qua...

✓ ☐ 2016

✓ ☐ 2017

✓ ☐ 2018

✓ ☐ 2019

^ ☐ 2020

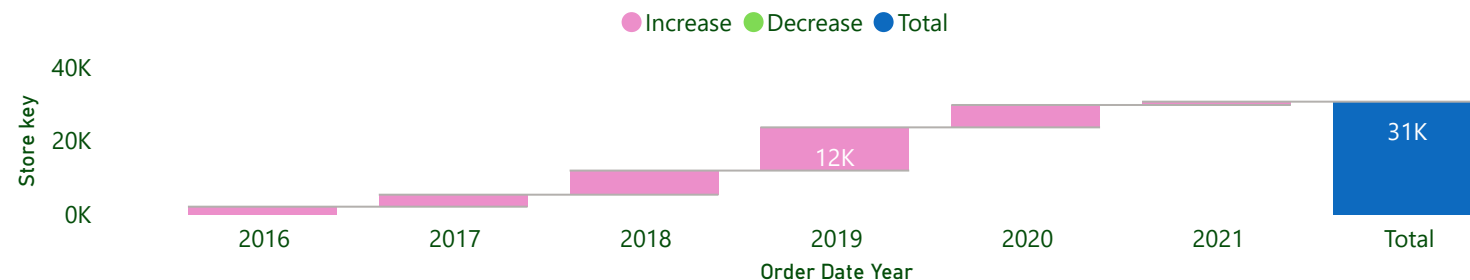
☐ Qtr 1

☐ Qtr 2

☐ Qtr 3

☐ Qtr 4

Count of StoreKey by Year



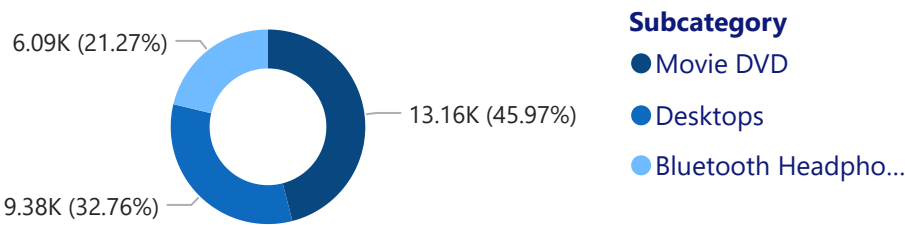
PRODUCT ANALYSIS

Insights:

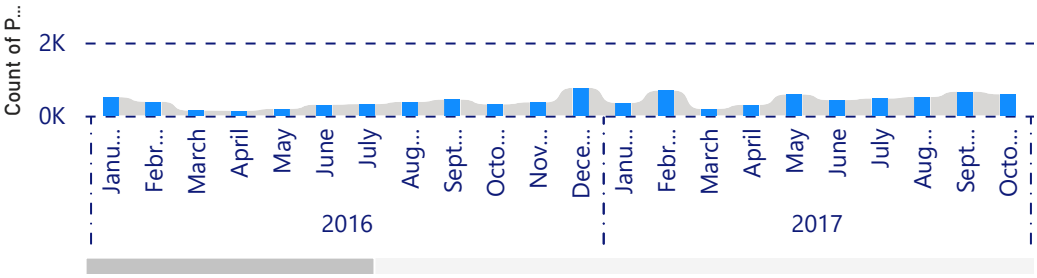
According to analysis, Adventure works Desktop PC 2.30 white is our top-selling product in both quantity and revenue, highlighting its strong customer demand. Its performance makes it a key revenue generator. We should focus on maintaining adequate stock and consider promotional strategies to maximize its success. Additionally, reviewing its profit margin could ensure it contributes optimally to overall profitability.

And also analysis the data by yearly growth were increasing and month wise some month were peak sales according seasonal promotions, holidays, seasonal trends.

Total Purchased by Subcategory



Count of ProductKey by Year and Month



8.95M

Sum of profit_marqin

48.08M

Sum of total revenue

176.2...

Sum of total quantitiv ...

Product Name

A. Datum Advanced Digital Camera M300 Azure
A. Datum Advanced Digital Camera M300 Green
A. Datum Advanced Digital Camera M300 Grey
A. Datum Advanced Digital Camera M300 Orange
A. Datum Advanced Digital Camera M300 Pink
A. Datum Advanced Digital Camera M300 Silver
A. Datum All in One Digital Camera M200 Azure
A. Datum All in One Digital Camera M200 Black
A. Datum All in One Digital Camera M200 Green
A. Datum All in One Digital Camera M200 Grey
A. Datum All in One Digital Camera M200 Orange
A. Datum All in One Digital Camera M200 Pink
A. Datum All in One Digital Camera M200 Silver
A. Datum Bridge Digital Camera M300 Azure
A. Datum Bridge Digital Camera M300 Black