Business objective:

Understanding customer’s buying preferences for computer products in Maven Computers Private Limited Company.

Insights:

* There are a total of 14 customers of which 4 are female and 10 are male.
* Number of delivery persons in each pincode,
* Number of customers in each Pincode with gender combination

|  |  |  |
| --- | --- | --- |
| **Pincode** | **gender** | **number of customers** |
| 500001 | female | 1 |
| 560001 | female | 1 |
| 600001 | female | 1 |
| 700001 | female | 1 |
| 110001 | male | 3 |
| 400001 | male | 2 |
| 500001 | male | 1 |
| 560001 | male | 1 |
| 600001 | male | 1 |
| 700001 | male | 2 |

* For each Pincode, the total count of orders received, the sum of total amount paid, the average amount paid, the minimum amount paid and the maximum amount paid is,

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Pincode** | **Total orders** | **Total paid** | **avg paid** | **max paid** | **min paid** |
| 110001 | 19 | 4026734 | 211933 | 608103 | 676 |
| 400001 | 105 | 11546300 | 109964 | 669750 | 644 |
| 500001 | 28 | 4798422 | 171372 | 646800 | 1314 |
| 560001 | 19 | 2829381 | 148914 | 609120 | 662 |
| 600001 | 19 | 1456296 | 76647 | 669600 | 1213 |
| 700001 | 53 | 6871936 | 129659 | 721280 | 687 |

The highlighted values here indicate the highest value in their respective columns, except for the minimum amount paid column which shows the least amount paid.

* Number of units sold

|  |  |
| --- | --- |
| **Number of units** | **Count of units** |
| between 1-3 | 314 |
| above 7 | 372 |
| between 4-6 | 314 |

* Number of bought and return for each month

|  |  |  |
| --- | --- | --- |
| **Month** | **Order type** | **count** |
| 1 | buy | 119 |
| 1 | return | 3 |
| 2 | buy | 107 |
| 2 | return | 7 |
| 3 | buy | 103 |
| 3 | return | 6 |
| 4 | buy | 115 |
| 4 | return | 6 |
| 5 | buy | 117 |
| 5 | return | 8 |
| 6 | buy | 106 |
| 6 | return | 3 |
| 7 | buy | 110 |
| 7 | return | 4 |
| 8 | buy | 109 |
| 8 | return | 5 |
| 9 | buy | 109 |
| 9 | return | 5 |
| 10 | buy | 5 |
| 10 | return | 3 |

Distribution of bought and return,

* Return rate for each month,

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **bought** | **returned** | **return rate in %** |
| 1 | 119 | 3 | 2.52 |
| 2 | 107 | 7 | 6.54 |
| 3 | 103 | 6 | 5.83 |
| 4 | 115 | 6 | 5.22 |
| 5 | 117 | 8 | 6.84 |
| 6 | 106 | 3 | 2.83 |
| 7 | 110 | 4 | 3.64 |
| 8 | 109 | 5 | 4.59 |
| 9 | 109 | 5 | 4.59 |
| 10 | 5 | 3 | 60 |

* Total units sold and returned by each brand,

|  |  |  |
| --- | --- | --- |
| **Brand** | **Order type** | **bought&return count** |
| Dell | buy | 502 |
| HP | buy | 498 |
| Dell | return | 21 |
| HP | return | 29 |

* Number of unique customers and unique delivery persons in each state,

|  |  |  |
| --- | --- | --- |
| **State** | **num\_unique\_customers** | **num\_unique\_delivery\_person** |
| Karnataka | 2 | 1 |
| Maharastra | 2 | 4 |
| New Delhi | 3 | 1 |
| Tamil Nadu | 2 | 1 |
| Telangana | 2 | 1 |
| West Bengal | 3 | 2 |

* Each unique Customers and their total units ordered,

|  |  |  |
| --- | --- | --- |
| **S.no** | **cust\_id** | **Total\_units\_orderd** |
| 1 | 10000001 | 491 |
| 2 | 10000002 | 372 |
| 3 | 10000003 | 413 |
| 4 | 10000004 | 398 |
| 5 | 10000005 | 375 |
| 6 | 10000006 | 290 |
| 7 | 10000007 | 369 |
| 8 | 10000008 | 410 |
| 9 | 10000009 | 537 |
| 10 | 10000010 | 395 |
| 11 | 10000011 | 356 |
| 12 | 10000012 | 534 |
| 13 | 10000013 | 331 |
| 14 | 10000014 | 353 |

* Number of orders ordered from primary pincode and delivered in the same pincode and number of orders delivered in different pincode,

|  |  |  |  |
| --- | --- | --- | --- |
| **customer\_id** | **pincode** | **same city** | **different city** |
| 10000001 | 110001 | 29 | 462 |
| 10000002 | 400001 | 164 | 208 |
| 10000003 | 560001 | 61 | 352 |
| 10000004 | 600001 | 48 | 350 |
| 10000005 | 500001 | 59 | 316 |
| 10000006 | 700001 | 44 | 246 |
| 10000007 | 110001 | 72 | 297 |
| 10000008 | 400001 | 152 | 258 |
| 10000009 | 560001 | 66 | 471 |
| 10000010 | 600001 | 31 | 364 |
| 10000011 | 500001 | 35 | 321 |
| 10000012 | 700001 | 109 | 425 |
| 10000013 | 700001 | 28 | 303 |
| 10000014 | 110001 | 42 | 311 |

* All the products available and their details,

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Product name** | **Total units** | **amt paid** | **total selling price per unit** | **total mrp** | **discount wrt sp** | **discount wrt mrp** |
| Dell AX420 | 982 | 58124196 | 65829000 | 73650000 | 11.7 | 21.08 |
| HP 241H | 884 | 51396664 | 63275200 | 70720000 | 18.77 | 27.32 |
| Dell 8GB Pendrive | 889 | 574506 | 670592 | 755650 | 14.33 | 23.97 |
| Dell ABC Mouse | 942 | 809662 | 928510 | 1036200 | 12.8 | 21.86 |
| HP XYZ Mouse | 1023 | 1155504 | 1372470 | 1534500 | 15.81 | 24.7 |
| HP 8GB Pendrive | 904 | 578605 | 654288 | 723200 | 11.57 | 19.99 |