**US eCommerce Sales Analysis**

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**Aim**

**Summary**

Data model

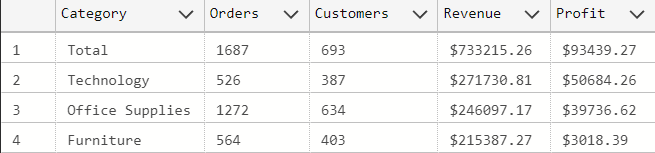
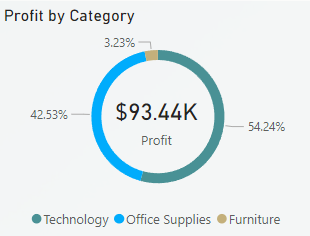
**High Level Analysis**

Stored procedures using TSQL for automation

Text

Description automatically generated

Category



**Diagram

Description automatically generated**

**Helper Views**

Graphical user interface, text, application

Description automatically generated

**Customer Retention Analysis**

Text

Description automatically generated

A picture containing text

Description automatically generated

Table

Description automatically generated

**Retention Rate**

Text

Description automatically generated

Table

Description automatically generated

Chart

Description automatically generated

Chart, line chart

Description automatically generated

Table

Description automatically generated with medium confidence

**Gross Revenue**

﻿Total gross Revenue generated in the fiscal year was $733.215.26. Revenue trended up, resulting in a 90.65% increase between January 2020 and December 2020.﻿﻿ ﻿﻿ ﻿﻿It started trending up in May 2020, rising by 89.40% ($39,568.21) in 7 months and jumping from $44,261.11 to $83,829.32 during its steepest incline between May 2020 and December 2020.﻿﻿ ﻿ Revenue is forecasted to be $112,364.63 ($85490.73 – $139,238.53) in January 2021 and $125,290.36 ($96765.31 – $153815.41) in March with a confidence interval of 95%.

Chart, line chart

Description automatically generated

**Profit**

The total profit (net revenue) generated was $93439.2. Profit trended up, resulting in a 18.81% increase between January 2020 and December 2020.﻿﻿ ﻿﻿Profit started trending up in May 2020, rising by 33.75% ($2,140.76) in 7 months and jumped from $6,342.58 to $8,483.35 during its steepest incline between May 2020 and December 2020. The business is forecasted to maintain a profit of $7,155.99 (-$10.28– $14,322.26) between January and March 2021 with a confidence interval of 95%.

Chart, bar chart

Description automatically generated

Figure : Profit per Month

Shape

Description automatically generated with low confidenceNet Revenue (Profit) per State and City

California generated the largest profit of $29,366.46 (gross revenue of $146.4k) with the city of Los Angeles alone generating about 30% of the state’s profit ($10.06k) and 117 of its 291 customers. Majority of the California’s profit was generated from the sales of office supplies and to the corporate customer segment. California was follows by New York with a profit of $24,357.07 and Washington with $17,256.78.

New York City generated the largest profit with $22,406.03 and most of it from the sale of technological products including phones and copiers to consumers and home office customer segments. Seattle and Los Angeles were the runner ups in profit generated.

Map

Description automatically generated

Figure : Profit (Net Revenue) per State

Chart, bar chart

Description automatically generated

Figure : Profit generated per sub-category and top 5 products by profit generated

**Shape

Description automatically generated with low confidenceProfit Forecast per Subcategory**

Copiers

Chart, bar chart

Description automatically generated

Chart

Description automatically generated

Accessories

Chart, bar chart

Description automatically generated

Chart, line chart

Description automatically generated

Phones

Chart, bar chart

Description automatically generated

Chart, line chart

Description automatically generated

Paper

Chart, bar chart

Description automatically generated

Chart, line chart

Description automatically generated

Appliances

Chart, bar chart

Description automatically generated

Chart, line chart

Description automatically generated

Chart, bar chart, histogram

Description automatically generated