

LIFESTORE

# ANNUAL REPORT

SALES FROM  
JAN - DEC 2020



# ABOUT

**WE'RE A TOP-NOTCH  
TELECOMMUNICATIONS  
COMPANY THAT PROVIDES  
QUALITY SERVICE**

In this study of case we will practice the programming basis in Python for data analysis and classification to create input users logins and validations, using and defining variables, list, logic operators, dictionaries and conditionals for the classification of information requested.

We will see the case of *LifeStore*, a virtual store that has a wide variety of articles, recently, Sales corporate, saw that the company has a huge amount of inventory, therefore, they had identified a reduction of group search in a really important segment of products, that has caused in a really important and substantial diminution of sales in it last trimester.

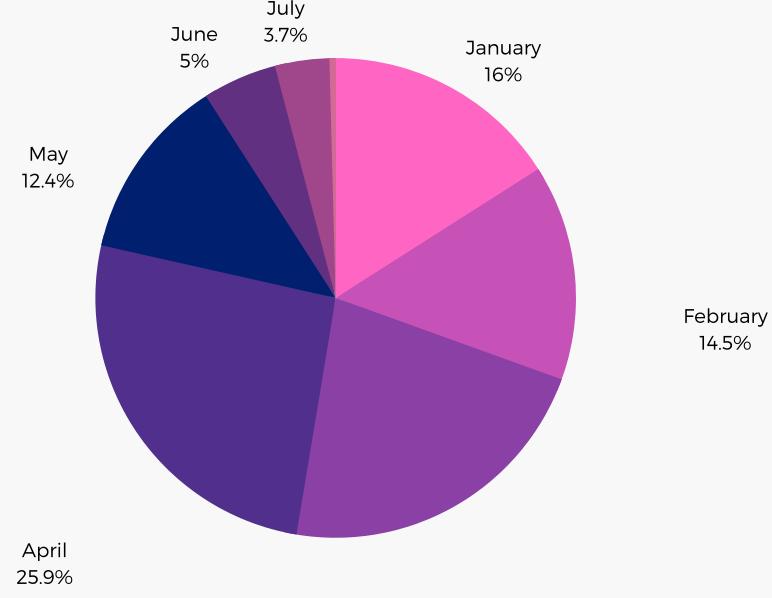
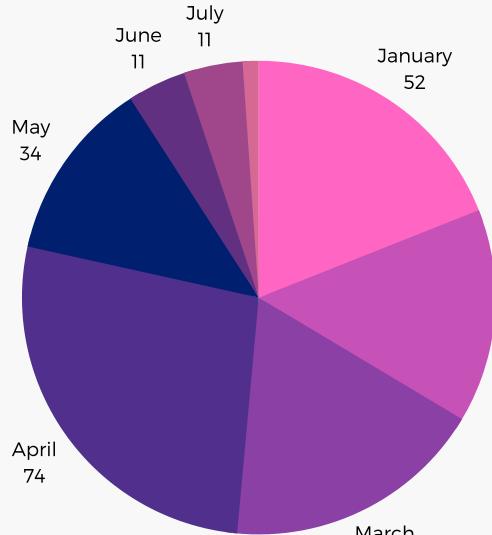
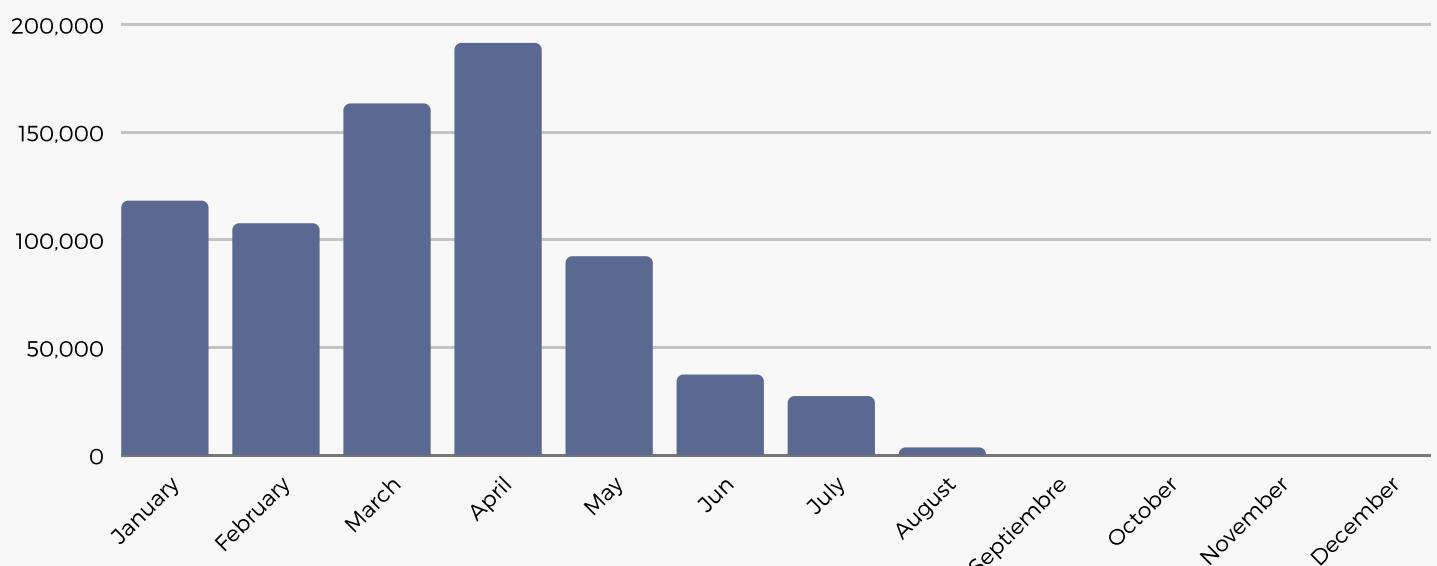


# ANNUAL SALES

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Even though in September and November was a sale, it was returned, that's why there are not sales reported in those months. March (22%), April(26%) and February (15%) represents the best sales months with 63% of the total sales

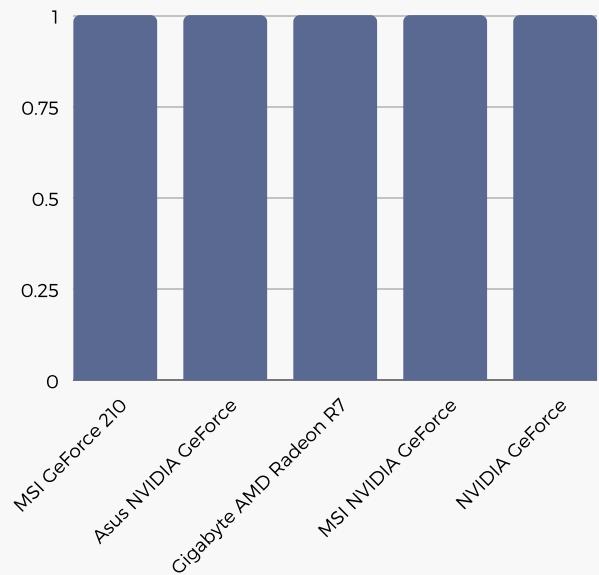
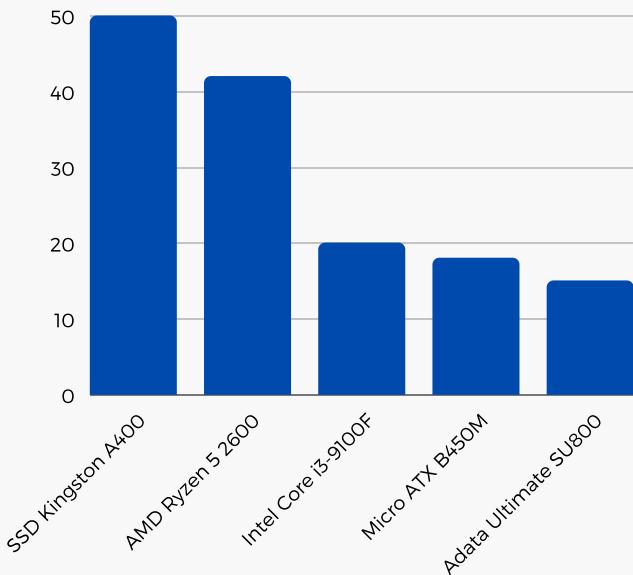
of the whole year, with 49, 74, 40 sales per month respectively. It's important to analyze why those months represent more than half of the total income in the whole year, such as the last quadrimester where the total sales were 0



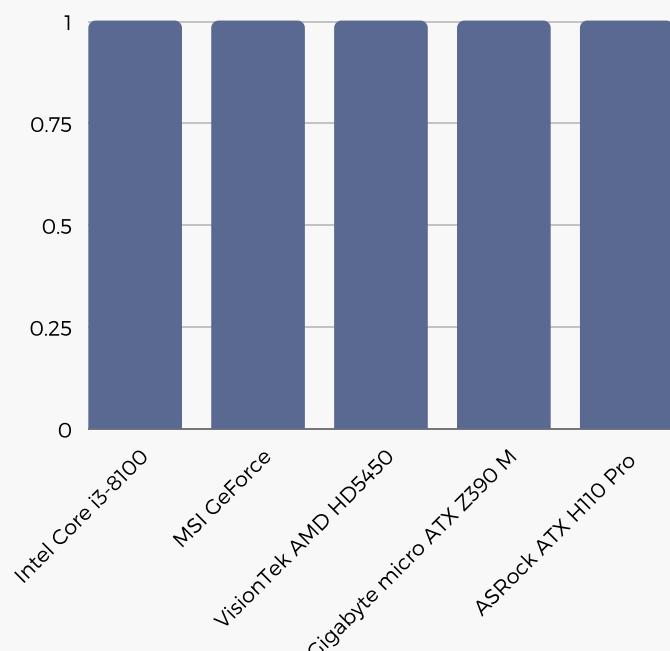
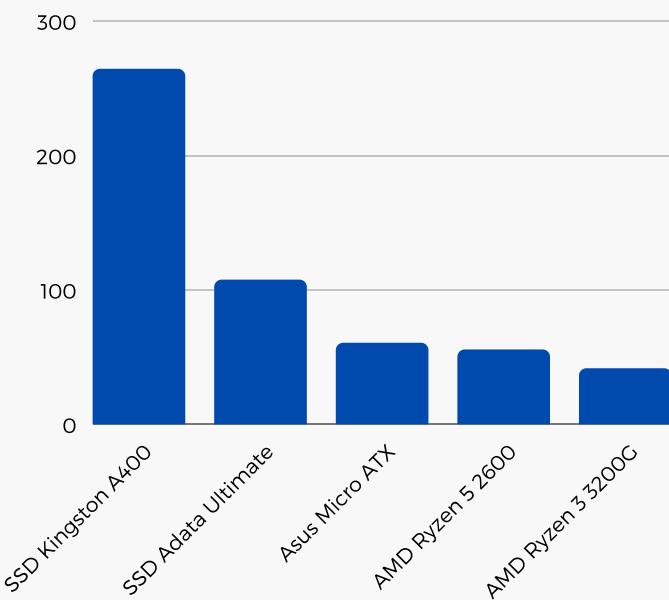
March  
22.1%

# TOP SALES

JAN - DEC 2020



The items 54, 57, 29, 3, 4 where the most searched items. It's important to note that item 54 is the most searched item and the best seller, and item 3 is the second in the top sales and the 4th item most searched in the store. In the other hand item 10 is the item least searched and less sold in the whole year, maybe because is an old model or maybe is not that commercial. Some variants to check out and see if there's something wrong with the item



# CATEGORY SALES

JAN - DEC 2020

It's important to see that the best classification per category is obtained by the category's with only one sale, therefore we can exclude it and give the medal to the best reviewed category

is Discos duros and Procesadores with the best reviews and they represent 12% and 49% respectively of the total annual sales, that's 61% of the sales in the whole year.

