

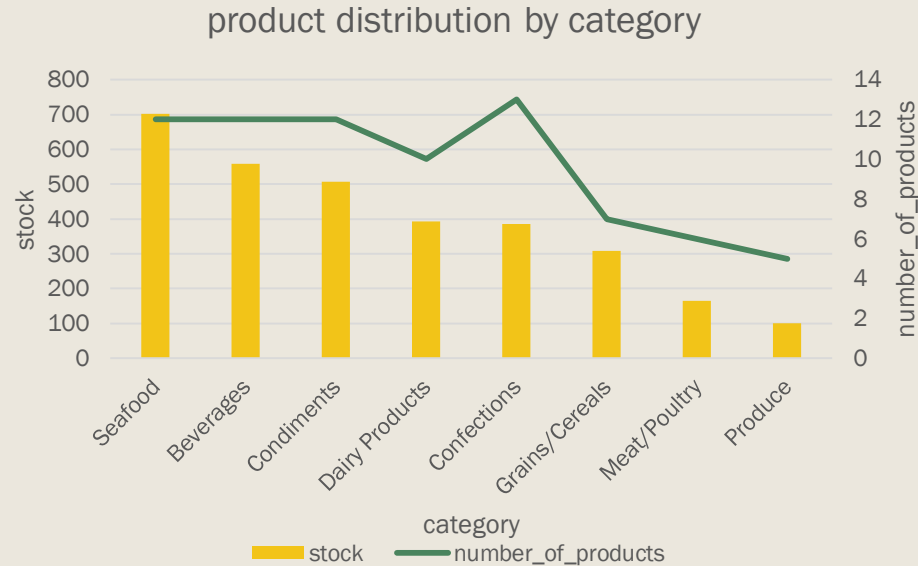
PRODUCT ANALYSIS REPORT

for

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product distribution



we can notice that the number of product names and stock quantity in each category are distributed similarly, except the category "Confections" which has more product names for its stock level than other categories

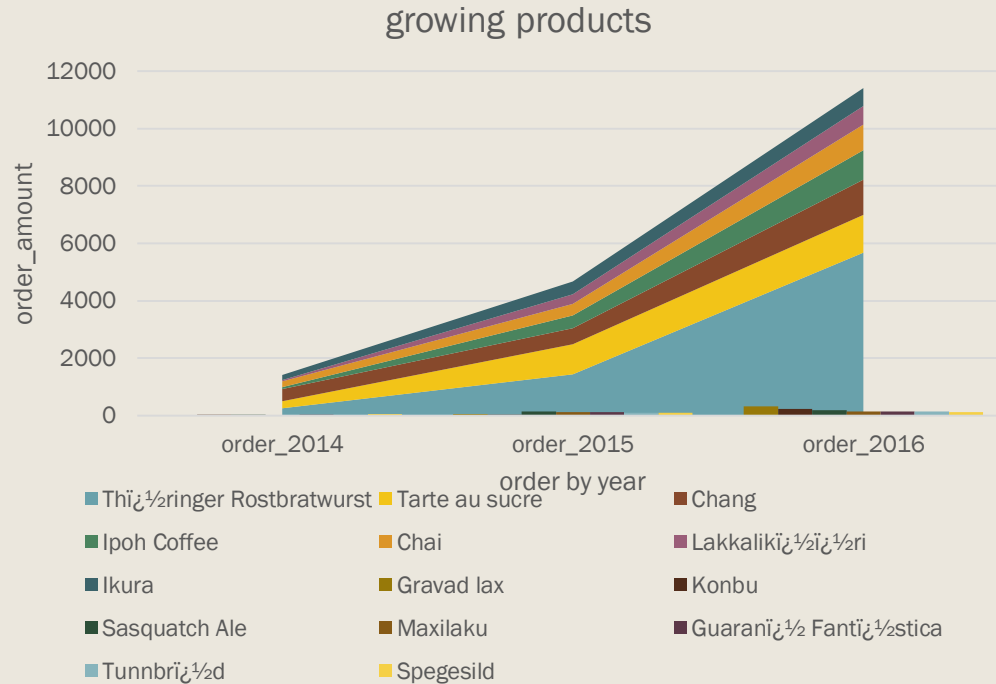
orders



as we can see, both the amount and quantity of orders we the highest in 2015,

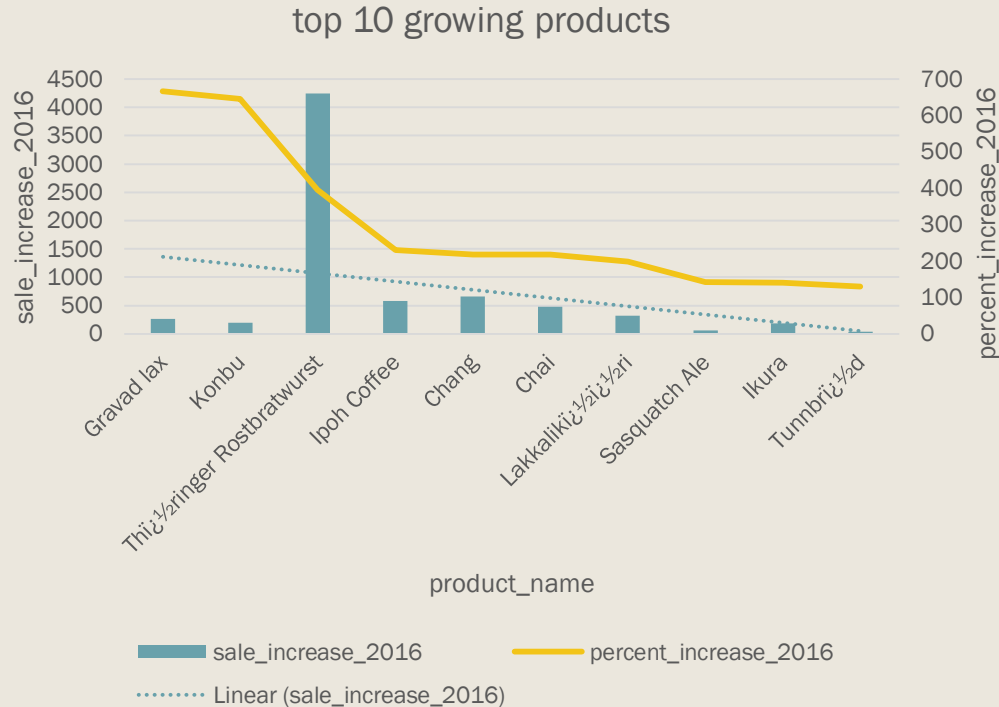
in 2016, there was a drop in total order amount, however, compared to 2014, it is still higher

growing products



although, in general, we have a negative tendency of order amount in 2016 compared to 2015, the following products all had a sales growth both in 2016 and 2015 compared to the previous years

top growing products



here we discuss only year 2016 vs 2015 as we are interested in the most recent growth in product orders

as we can notice, top growing products are different in terms of amount increase and percentage increase: we can have the highest growth in amount based on the high unit price of the product

on the other hand, a high growing percentage means the product sales is truly increasing and much faster than only in case of amount increase

In case of 'Thi&1/2ringer Rostbratwurst', 'Ipoh Coffee', 'Chang' both amount and percentage increase are high, which means that we should concentrate first of all on these products to increase our sales level