

Eva2

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Analisis de Online Sales

En el presente documento haremos un análisis de las posibilidades de supervivencia de los pasajeros del **Ventas Online** basándonos en variables como sexo, edad y clase de ticket, primero observaremos una porción de los datos obtenidos:

Datos Ventas Online

##	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	
## 1	868660	SKU_1458	Wall Clock	18	2023-10-14 20:00	100.00	
## 2	501843	SKU_1131	Wall Clock	36	2024-05-22 17:00	100.00	
## 3	359487	SKU_1776	Desk Lamp	21	2025-03-08 18:00	100.00	
## 4	361716	SKU_1015	T-shirt	35	2020-05-29 12:00	99.99	
## 5	153997	SKU_1069	Wall Clock	47	2021-01-30 14:00	99.99	
## 6	965356	SKU_1461	Wall Clock	47	2024-03-01 16:00	99.99	
##	CustomerID	Country	Discount	PaymentMethod	ShippingCost	Category	
## 1	19154	United States	0.25	Bank Transfer	13.29	Accessories	
## 2	30659	France	0.29	Bank Transfer	13.09	Apparel	
## 3	57656	Portugal	0.03	Bank Transfer	10.27	Furniture	
## 4	41977	Belgium	0.10	Credit Card	9.43	Stationery	
## 5	40686	Portugal	0.46	paypall	10.27	Furniture	
## 6	65931	France	0.40	paypall	15.80	Apparel	
##	SalesChannel	ReturnStatus	ShipmentProvider	WarehouseLocation	OrderPriority		
## 1	In-store	Not Returned	DHL	Amsterdam	Medium		
## 2	In-store	Not Returned	Royal Mail	London	Medium		
## 3	In-store	Not Returned	UPS	Berlin	Low		
## 4	Online	Returned	DHL	Amsterdam	Low		
## 5	Online	Returned	DHL	London	Medium		
## 6	In-store	Not Returned	Royal Mail	Berlin	High		

Creacion de Subconjunto Boleta

##	InvoiceNo	Description	InvoiceDate	Quantity	UnitPrice	Discount
## 1	868660	Wall Clock	2023-10-14 20:00	18	100.00	0.25
## 2	501843	Wall Clock	2024-05-22 17:00	36	100.00	0.29
## 3	359487	Desk Lamp	2025-03-08 18:00	21	100.00	0.03
## 4	361716	T-shirt	2020-05-29 12:00	35	99.99	0.10
## 5	153997	Wall Clock	2021-01-30 14:00	47	99.99	0.46
## 6	965356	Wall Clock	2024-03-01 16:00	47	99.99	0.40
##	PaymentMethod	ShippingCost	SalesChannel	WarehouseLocation		
## 1	Bank Transfer	13.29	In-store	Amsterdam		
## 2	Bank Transfer	13.09	In-store	London		
## 3	Bank Transfer	10.27	In-store	Berlin		
## 4	Credit Card	9.43	Online	Amsterdam		
## 5	paypall	10.27	Online	London		
## 6	paypall	15.80	In-store	Berlin		

Creacion de subconjunto Ventas Por Local

##	WarehouseLocation	UnitPrice	InvoiceDate
## 1	Amsterdam	100.00	10-2023
## 2	London	100.00	05-2024
## 3	Berlin	100.00	03-2025
## 4	Amsterdam	99.99	05-2020
## 5	London	99.99	01-2021
## 6	Berlin	99.99	03-2024

Creacion de conjunto Compra de Cliente

##	CustomerID	Description	WarehouseLocation	InvoiceDate
## 1	19154	Wall Clock	Amsterdam	2023-10-14
## 2	30659	Wall Clock	London	2024-05-22
## 3	57656	Desk Lamp	Berlin	2025-03-08
## 4	41977	T-shirt	Amsterdam	2020-05-29
## 5	40686	Wall Clock	London	2021-01-30
## 6	65931	Wall Clock	Berlin	2024-03-01

Creacion de Conjunto Valores por compra

##	InvoiceNo	UnitPrice	Discount	ShippingCost	SalesChannel	PaymentMethod
## 1	868660	100.00	0.25	13.29	In-store	Bank Transfer
## 2	501843	100.00	0.29	13.09	In-store	Bank Transfer
## 3	359487	100.00	0.03	10.27	In-store	Bank Transfer
## 4	361716	99.99	0.10	9.43	Online	Credit Card
## 5	153997	99.99	0.46	10.27	Online	paypal
## 6	965356	99.99	0.40	15.80	In-store	paypal

Promedio de ventas por Locacion, mes y año 2023

```
## # A tibble: 6 x 3
## # Groups:   WarehouseLocation [1]
##   WarehouseLocation InvoiceDate PromedioUnitPrice
##   <chr>             <chr>             <dbl>
## 1 Amsterdam         01-2023             53.0
## 2 Amsterdam         02-2023             48.7
## 3 Amsterdam         03-2023             51.0
## 4 Amsterdam         04-2023             50.2
## 5 Amsterdam         05-2023             48.6
## 6 Amsterdam         06-2023             50.6
```

Promedio de ventas por Locacion, mes y año 2023

```
## # A tibble: 6 x 3
## # Groups:   WarehouseLocation [1]
##   WarehouseLocation InvoiceDate PromedioUnitPrice
##   <chr>             <chr>             <dbl>
## 1 Amsterdam         01-2024             51.5
## 2 Amsterdam         02-2024             50.6
## 3 Amsterdam         03-2024             51.6
## 4 Amsterdam         04-2024             47.6
## 5 Amsterdam         05-2024             49.9
## 6 Amsterdam         06-2024             49.3
```

Moda de Productos de CompraCliente 2023

```
## # A tibble: 5 x 2
##   WarehouseLocation ModaDescripcion
##   <chr>              <chr>
## 1 Amsterdam         USB Cable
## 2 Berlin            Wall Clock
## 3 London            Desk Lamp
## 4 Paris             Desk Lamp
## 5 Rome             Backpack
```

Moda de Productos de CompraCliente 2024

```
## # A tibble: 5 x 2
##   WarehouseLocation ModaDescripcion
##   <chr>              <chr>
## 1 Amsterdam         Blue Pen
## 2 Berlin            Wireless Mouse
## 3 London            T-shirt
## 4 Paris             Notebook
## 5 Rome             Desk Lamp
```

Grafico Promedio venta 2023

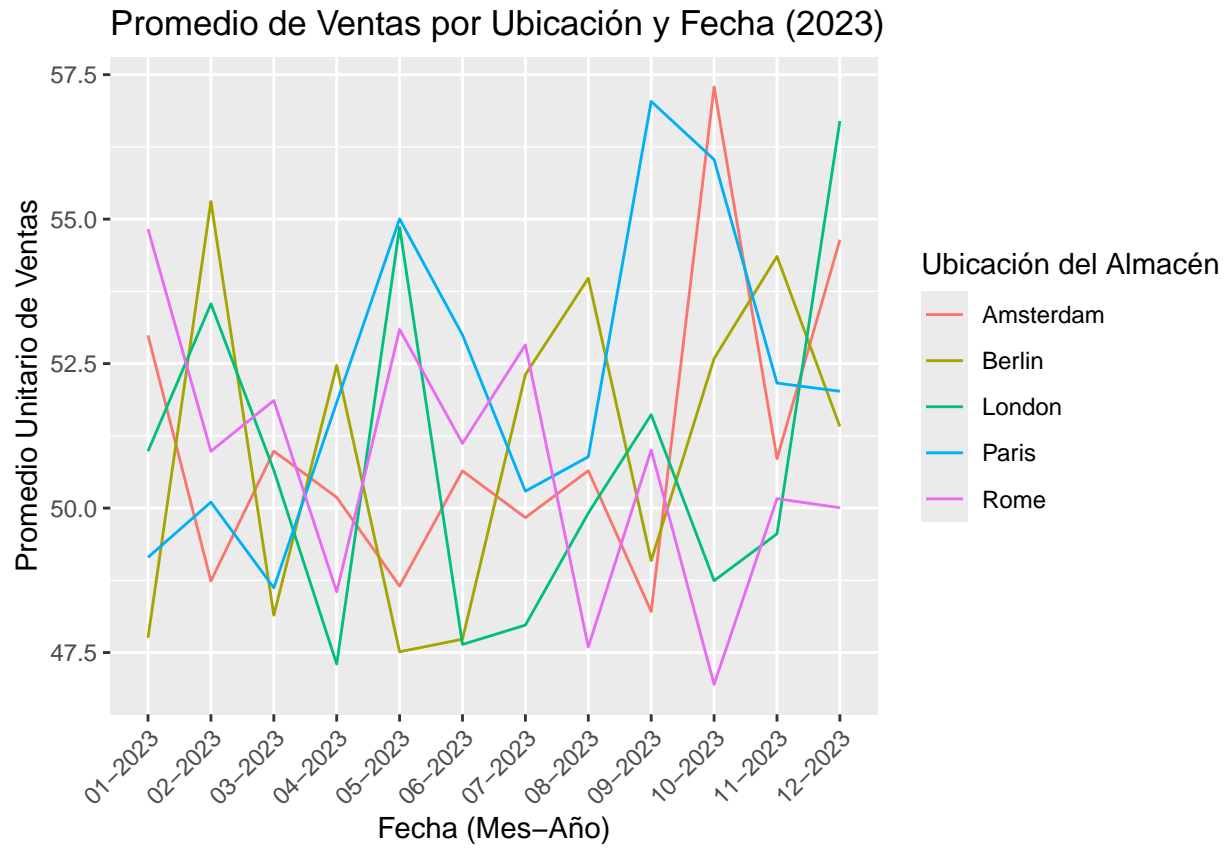


Grafico Promedio venta 2023

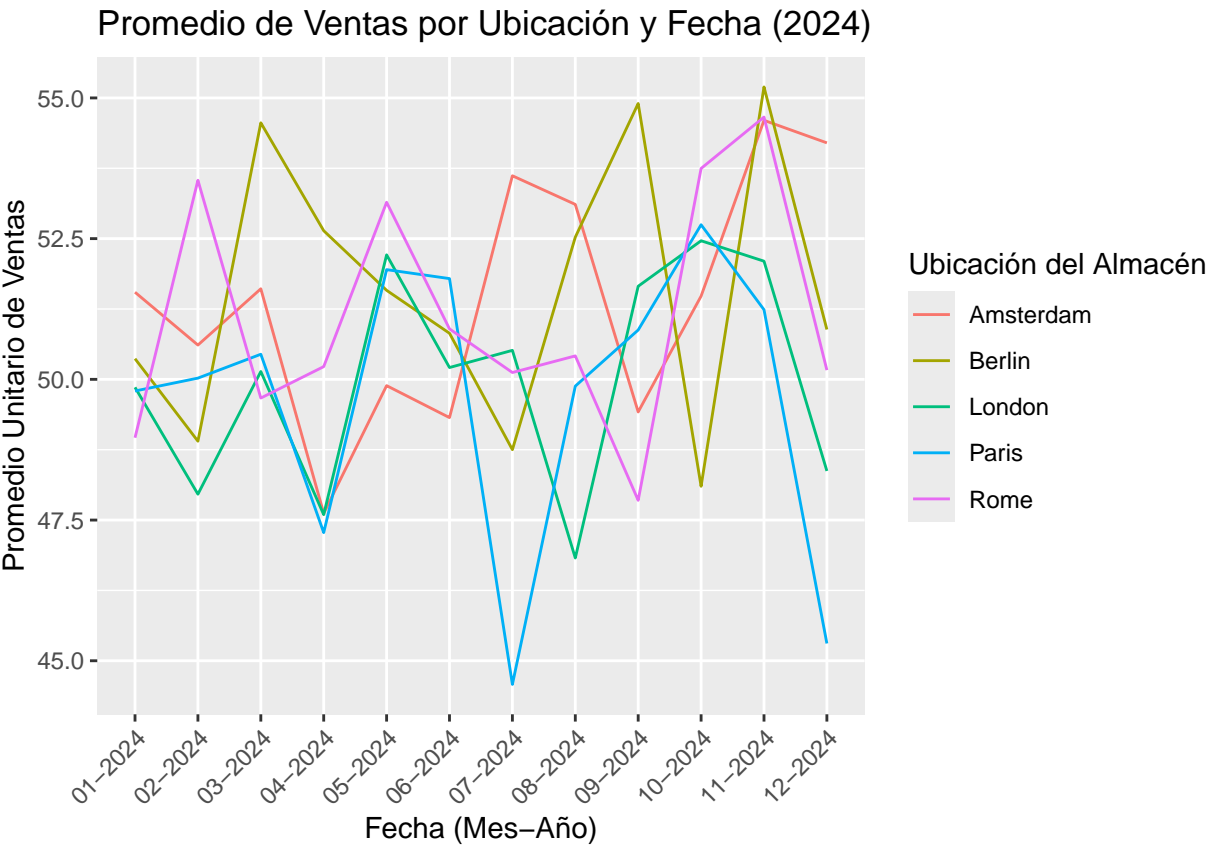


Grafico Comparativo de ventas años 2023 y 2024

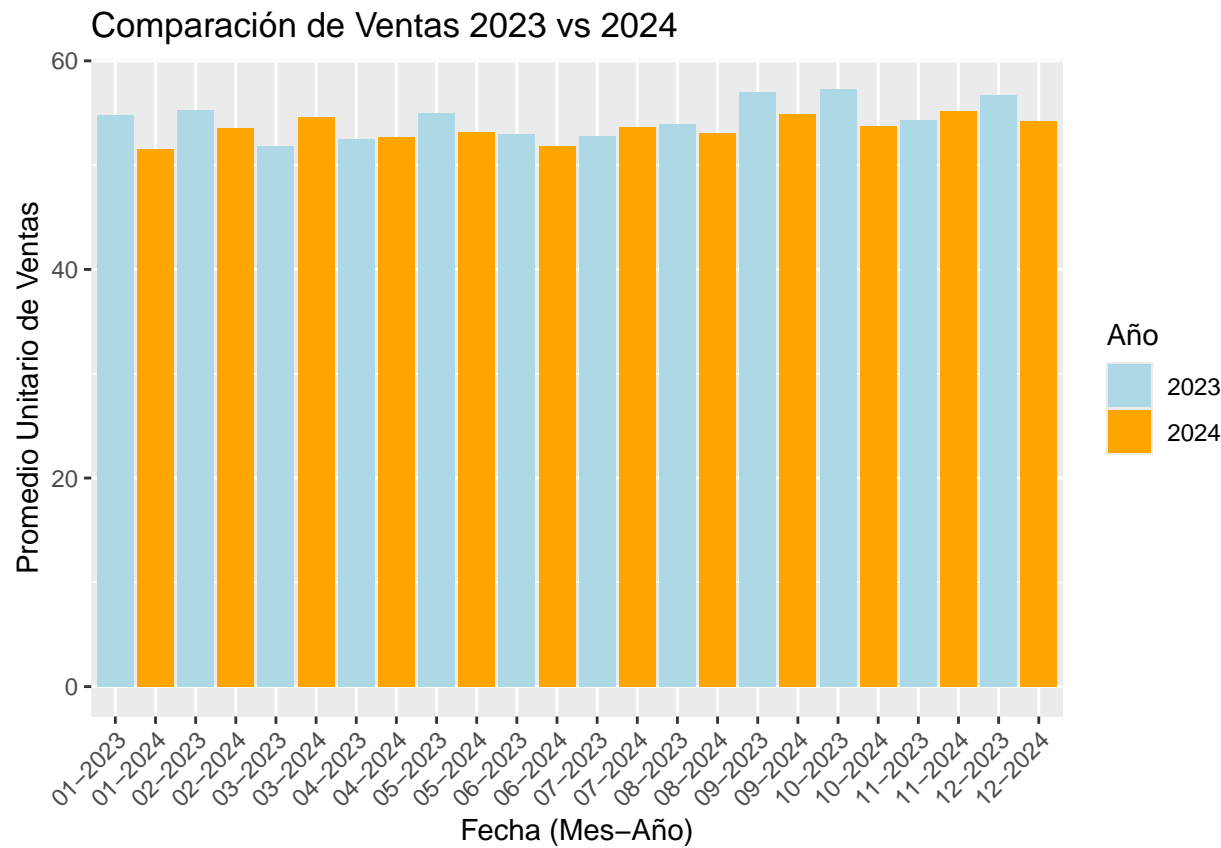


Grafico de Moda de Productos 2023

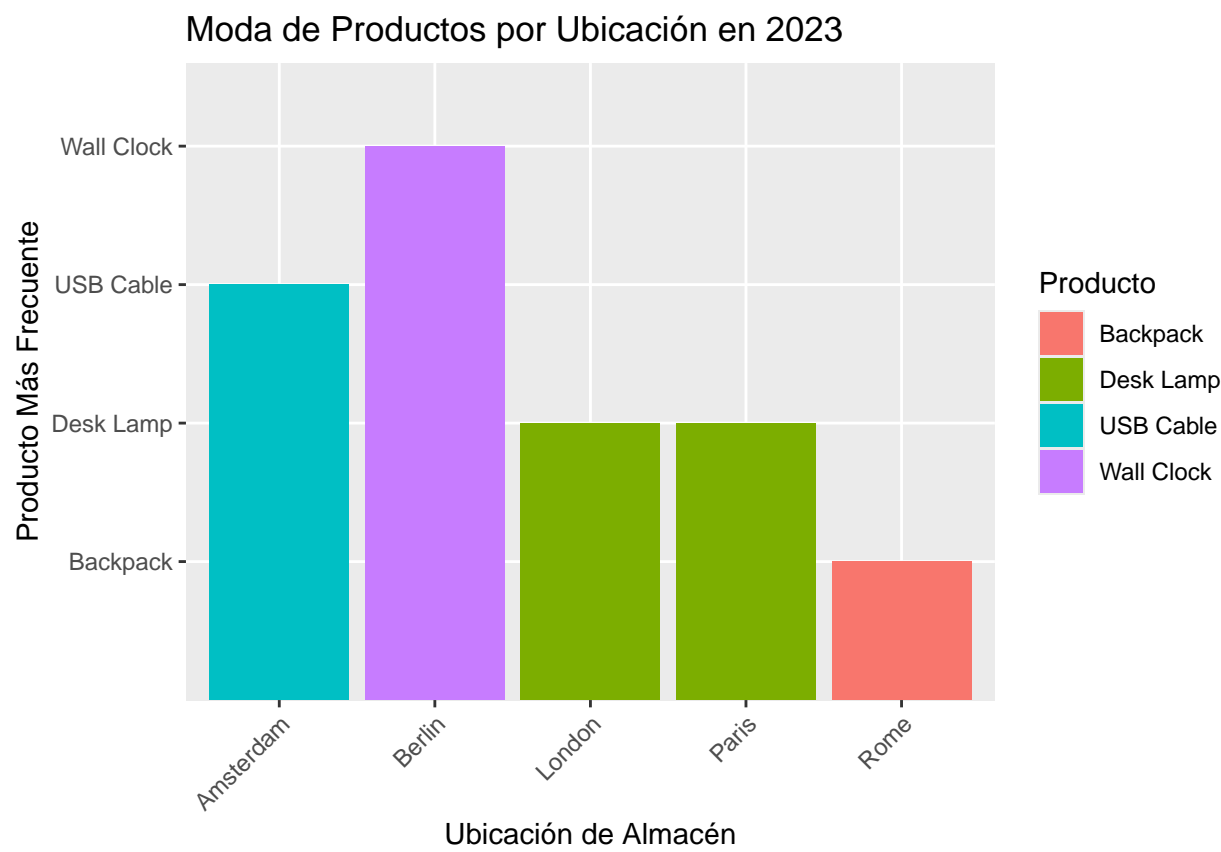


Grafico de Moda de Productos 2024

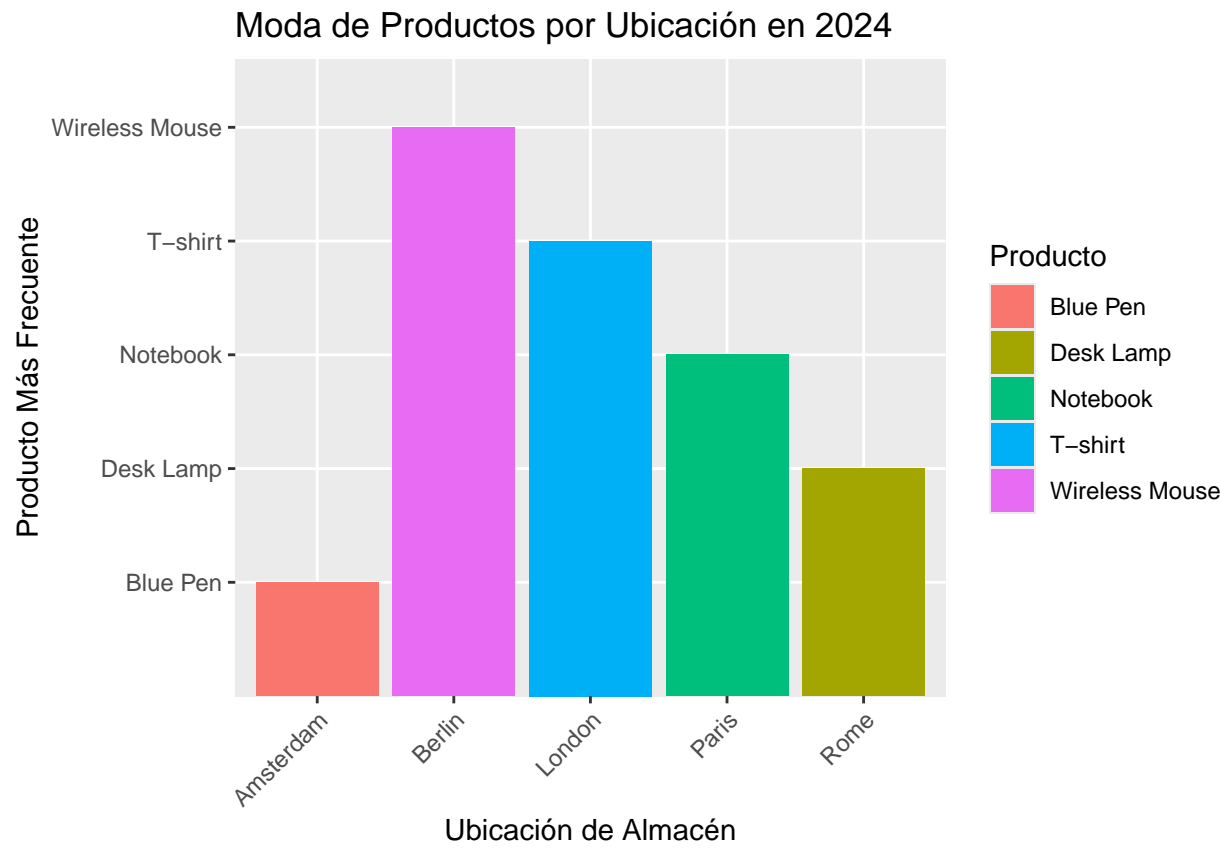


Grafico Comparativo de Modas de productos 2023 y 2024

