



Data Spark Illuminating Insights For Global Electronics

26K

Total Orders

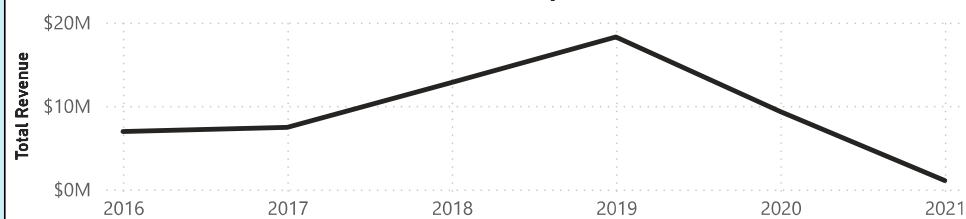
\$55.76M

Total Revenue

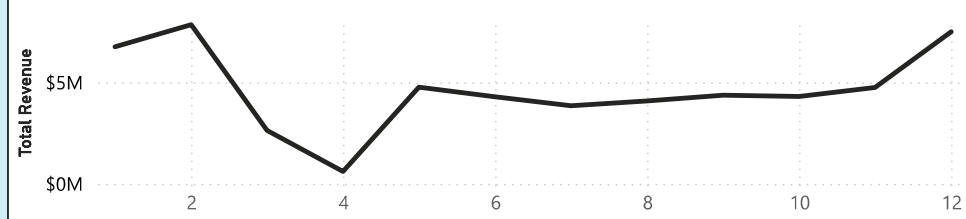
\$55.23M

Total Profit

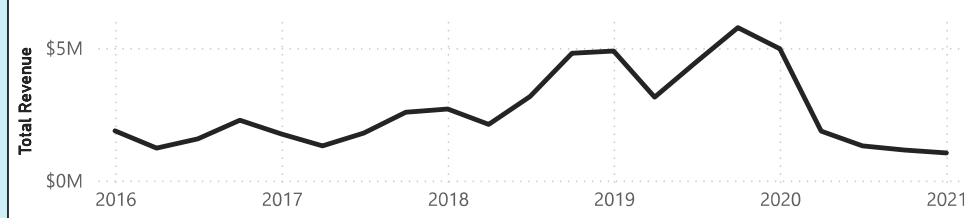
Total Revenue by Year



Total Revenue by Month



Total Revenue by Year, Quarter, Month and Day



Month Name Total Revenue (MoM)

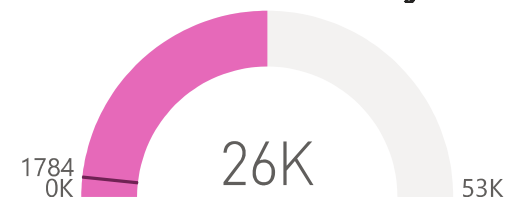
April	0.79
August	7.98
December	10.53
February	11.07
July	6.43
June	6.20
March	1.95
Total	

Year Total Revenue (YoY)

2017	0.07
2018	0.72
2019	0.43
2020	-0.49
2021	-0.70
Total	0.14

category	Total Orders	Total Revenue	Total Profit
Audio	6625	\$31,69,627.74	\$31,60,568.8
Cameras and camcorders	4995	\$65,20,168.02	\$64,30,282.8
Cell phones	8442	\$61,83,791.22	\$61,55,562.0
Computers	10990	\$1,93,01,595.46	\$1,91,81,868.7
Games and Toys	6128	\$7,24,829.43	\$7,20,970.2
Home Appliances	5195	\$1,07,95,478.59	\$1,05,89,091.9
Music, Movies and Audio Books	7784	\$31,31,006.44	\$31,25,063.1
TV and Video	3325	\$59,28,982.69	\$58,65,579.4
Total	26326	\$5,57,55,479.59	\$5,52,28,987.2

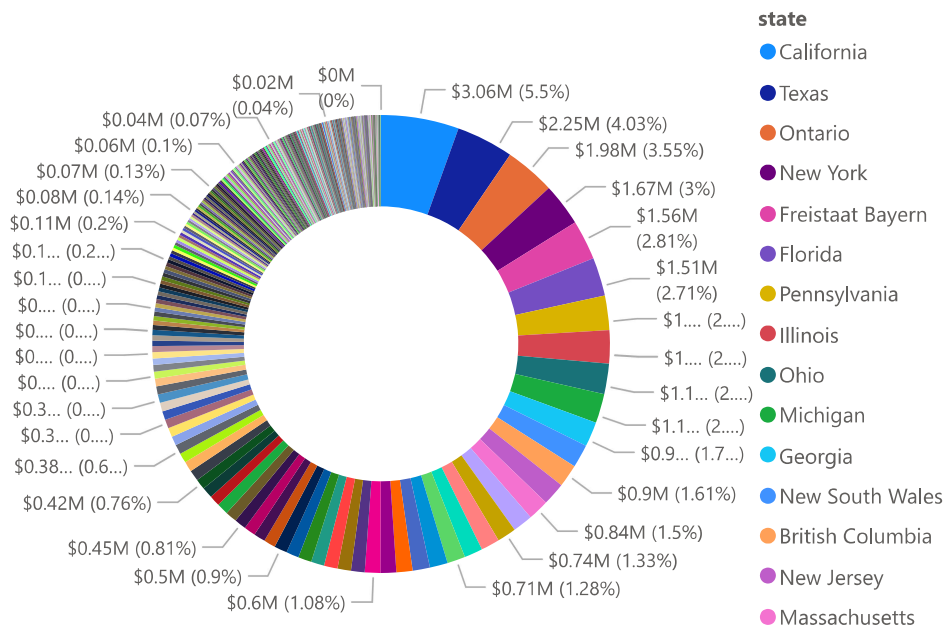
Total Orders and Order Target





gender	Total Profit	Total Orders	Total Revenue	Orders Per Customer	Average of Age
Female	\$2,68,94,132.59999958	12970	\$2,74,20,624.98999958	12970	38.5
Male	\$2,78,08,362.20999998	13356	\$2,83,34,854.59999998	13356	38.5
Total	\$5,52,28,987.19999938	26326	\$5,57,55,479.58999938	26326	38.5

Total Revenue by state



category	Total_Orders_Sales	Total Profit
Audio	6625	\$31,60,568.820
Cell phones	8442	\$61,55,562.080
Computers	10990	\$1,91,81,868.72
Total	23613	\$3,23,44,033.0

subcategory	Total_Orders_Sales	Average of quantity
Bluetooth Headphones	4013	3.16
Boxed Games	3202	3.20
Cell phones Accessories	1668	3.12
Computers Accessories	1465	3.04
Total	23613	3.14

product_name	Total_Orders_Sales
Adventure Works Desktop PC2.30 MD230 Black	160
Adventure Works Desktop PC2.30 MD230 White	157
WWI Desktop PC1.60 E1600 Black	158
WWI Desktop PC1.80 E1800 Silver	156
WWI Desktop PC1.80 E1800 White	158
WWI Desktop PC1.80 E1801 Black	156
Total	933

continent	Total Profit	Total_Orders_Sales
Australia	\$21,81,645.220000001	1182
Europe	\$1,79,24,883.790000063	8642
North America	\$3,40,69,473.40999839	16502
Total	\$5,52,28,987.19999902	26326

55.35M

Sales in USD

56.68M

Sales in EUR

56.98M

Sales in GBP

53.86M

Sales in CAD

54.28M

Sales in AUD

product_name	Sum of quantity	Total Revenue
WWI Desktop PC2.33 X2330 Black	550	\$5,05,450
Adventure Works Desktop PC2.33 XD233 Silver	481	\$4,66,089
Adventure Works Desktop PC2.33 XD233 Brown	479	\$4,64,151
Adventure Works Desktop PC2.33 XD233 Black	462	\$4,47,678
Adventure Works Desktop PC2.33 XD233 White	451	\$4,37,019
WWI Desktop PC2.33 X2330 White	462	\$4,24,578
WWI Desktop PC2.33 X2330 Brown	460	\$4,22,740
Adventure Works 52" LCD HDTV X590 White	136	\$3,94,398.6399999998
Adventure Works 52" LCD HDTV X590 Black	129	\$3,74,098.7099999999
WWI Desktop PC2.33 X2330 Silver	392	\$3,60,248
Total	4002	\$42,96,450.35

state	storekey	Sum of quantity	Total Revenue
Online	0	41311	\$1,14,04,324.630000004
Nevada	55	4826	\$14,17,885.4099999999
Kansas	50	4773	\$13,94,738.0599999997
Nebraska	54	4686	\$13,84,396.2399999998
Northwest Territories	9	4894	\$13,36,150.0600000001
New Mexico	57	4407	\$13,25,611.8899999997
Connecticut	45	4672	\$13,18,787.9199999999
South Carolina	61	4771	\$13,05,684.4299999999
Oregon	59	4674	\$13,02,272.4399999999
Total		197757	\$5,57,55,479.590000004

Year

☐ 2016

☐ 2017

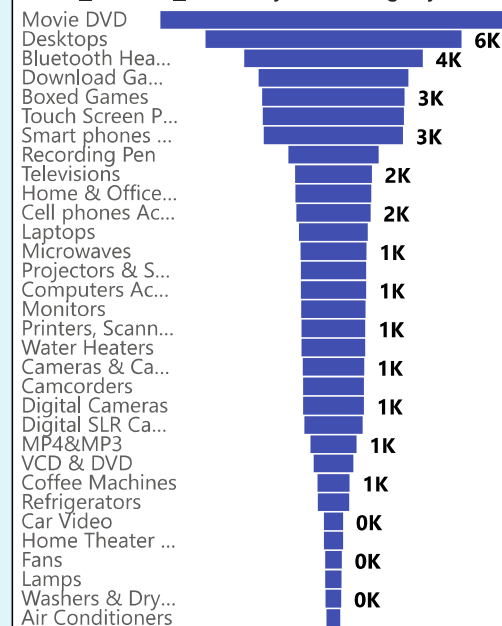
☐ 2018

☐ 2019

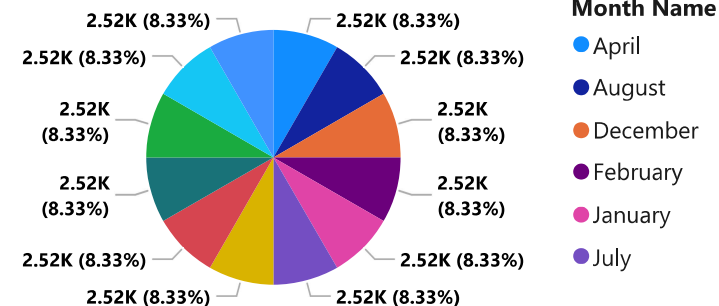
☐ 2020

☐ 2021

Total_Orders_Sales by subcategory



Count of subcategory by Month Name





product_name	Sum of quantity	Total_Orders_Sales	Sum of unit_cost_usd	Sum of unit_price_usd	Gross Profit
A. Datum SLR Camera 35" M358 Black	24	11	155.43	338.00	4,381
A. Datum SLR Camera 35" M358 Blue	30	12	155.43	338.00	5,477
A. Datum SLR Camera 35" M358 Gold	50	13	155.43	338.00	9,128
A. Datum SLR Camera 35" M358 Grey	54	16	155.43	338.00	9,858
A. Datum SLR Camera 35" M358 Orange	48	15	155.43	338.00	8,763
A. Datum SLR Camera 35" M358 Pink	55	15	155.43	338.00	10,041
A. Datum SLR Camera 35" M358 Silver	48	13	155.43	338.00	8,763
A. Datum SLR Camera 35" M358 Silver Grey	33	13	155.43	338.00	6,024
A. Datum SLR Camera 35" X358 Black	57	13	194.82	588.00	22,411
A. Datum SLR Camera 35" X358 Blue	38	15	194.82	588.00	14,940
Total	4308	1304	16,942.27	44,669.60	11,70,056



subcategory										
Air Conditioners	Bluetooth Headphones	Boxed Games	Camcorders	Cameras & Camcorders...	Car Video	Cell phones Accessories	Coffee Machines	Computers Accessories	Desktops	Digital Cameras

Year

☐ 2016

☐ 2017

☐ 2018

☐ 2019

☐ 2020

☐ 2021

Contoso SLR Camera M1...

First product_name

142

Sum of quantity

328.30

Sum of unit_cost_usd

713.90

Sum of unit_price...

356.95

Average of unit_pric...

Contoso SLR Camera 35...

First product_name

21

Sum of quantity

315.47

Sum of unit_cost_usd

686.00

Sum of unit_price...

343.00

Average of unit_pric...



country	Sum of square_meters	Year	Quarter	Month	Day	Total_Orders_Sales
Australia	595.00	2008	Qtr 1	January	1	111
Australia	665.00	2008	Qtr 1	January	12	4
Australia	4,000.00	2010	Qtr 1	January	1	415
Australia	2,000.00	2012	Qtr 1	January	7	
Australia	2,000.00	2015	Qtr 4	December	9	371
Canada	1,500.00	2005	Qtr 1	March	4	658
Canada	1,105.00	2007	Qtr 2	May	7	
Canada	1,210.00	2009	Qtr 2	June	3	
Canada	2,105.00	2014	Qtr 3	July	2	583
Total	92,545.00					20746

Continent

☐ Australia

☐ Europe

☐ North America

State

☐ Alaska

☐ Arkansas

☐ Armagh

☐ Australian Capital Territory

☐ ...

Northwest Territories

First state

1.50K

Average of square_meters

1

Top stores by state

04 March 2005

Earliest open_date

United States

First country

1.58K

Average of square meters

04 April 2005

Earliest open date

Alaska

First state

11K

Total_Orders_Sales

11

Top stores by country



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Preparing Q&A

subcategory	Total_Orders_Sales
Air Conditioners	309
Bluetooth Headphones	4013
Boxed Games	3202
Camcorders	1363
Cameras & Camcorders Accessories	1379
Car Video	430
Cell phones Accessories	1668
Coffee Machines	717
Computers Accessories	1465
Desktops	5751
Digital Cameras	1363
Digital SLR Cameras	1304
Download Games	3363
Fans	374
Home & Office Phones	1700
Home Theater System	430
Lamps	365
Laptops	1543
Microwaves	1478
Monitors	1442
Movie DVD	7784
MP4&MP3	1035
Printers, Scanners & Fax	1431
Projectors & Screens	1468
Recording Pen	2029
Refrigerators	704
Smart phones & PDAs	3130
Televisions	1723
Total	26326



continent

Select all

Australia

Europe

North America

country

