

DataSpark: Illuminating Insights for Global Electronics

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Project Goal

- To Analyse the data to give recommendations that can enhance customer satisfaction,optimize operations,and drive overall business growth.
- To identify the areas of improvement .



Tools Used

- **Python** - For Data Analysis and EDA
- **SQL**- For storing the data and Analysis
- **Power Bi** - For creating Dashboard for the Data



Analysis

Customer Data Analysis

- **People Count**

USA - 6828

UK-1944

Canada-1553

- **Age Group Distribution** -Highest -65 and over(USA-2409 People)
- **Average Quantity purchased**-USA-15 units
- The Customer who **purchased highest** -Gaspere Trivises -124 Units
- **Gender** -There is no much difference in Categories liked By Male and Female.



Product Analysis

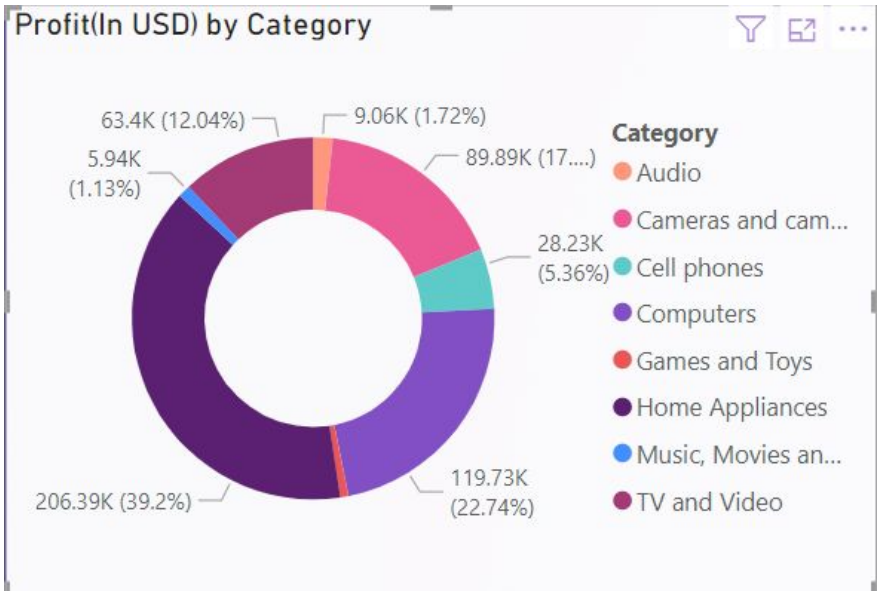
The Most Preferred Products -

Product key	Brand	Category	Subcategory	Quantity Purchased
444	Wide World Importers	Computers	Desktops	550
458	Wide World Importers	Computers	Desktops	538
434	Adventure Works	Computers	Desktops	521

Least Preferred Products

Product key	Brand	Category	Subcategory	Quantity Purchased
2431	Litware	Home Appliances	Fans	1
2272	Proseware	Home Appliances	Lamps	1
2302	Proseware	Home Appliances	Lamps	1

Profits Based on Category



Top Three Products with Highest Profit

Product Name	Profit(USD)
Litware Refrigerator L1200 Orange	2139.77
Litware Refrigerator 24.7CuFt X980 Grey	2139.77
Litware Refrigerator 24.7CuFt X980 Blue	2139.77

Bottom Three Products With Lowest Profit

Product Name	Profit(USD)
SV USB Data Cable E600 Pink	0.47
SV USB Data Cable E600 Black	0.47
SV USB Data Cable E600 Silver	0.47

Sales Analysis

- Quantity Sold By Category -Highest -Computers.
- Quantity Sold By Product-WWI Desktop PC2.33 X2330 Black-550 Units.
- Highest Quantity Sold By Year -2019-2484 Units.



Stores Analysis

- Total store count-**66.**
- Country With Highest Store Count-**USA -24 stores.**
- Sum Of square Meters -Highest-**USA-38000 sq mts.**
- Store With High Revenue Sales -storekey(55)- **14,17,885.41 USD(overall).**



Recommendations

- Offer customers some offers on their birthday for products which they haven't purchased.
- Referral programs can be created to encourage customer loyalty.
- To increase the sale the lamps ,these can be given at discounts or for free for promising customers.
- To have a Backorder offer for out-of-stock products in stores.
- Given special Discounts for Recently viewed products in Online shopping.



Thank You