ELECTRONICS STORE
2019 Sales Report

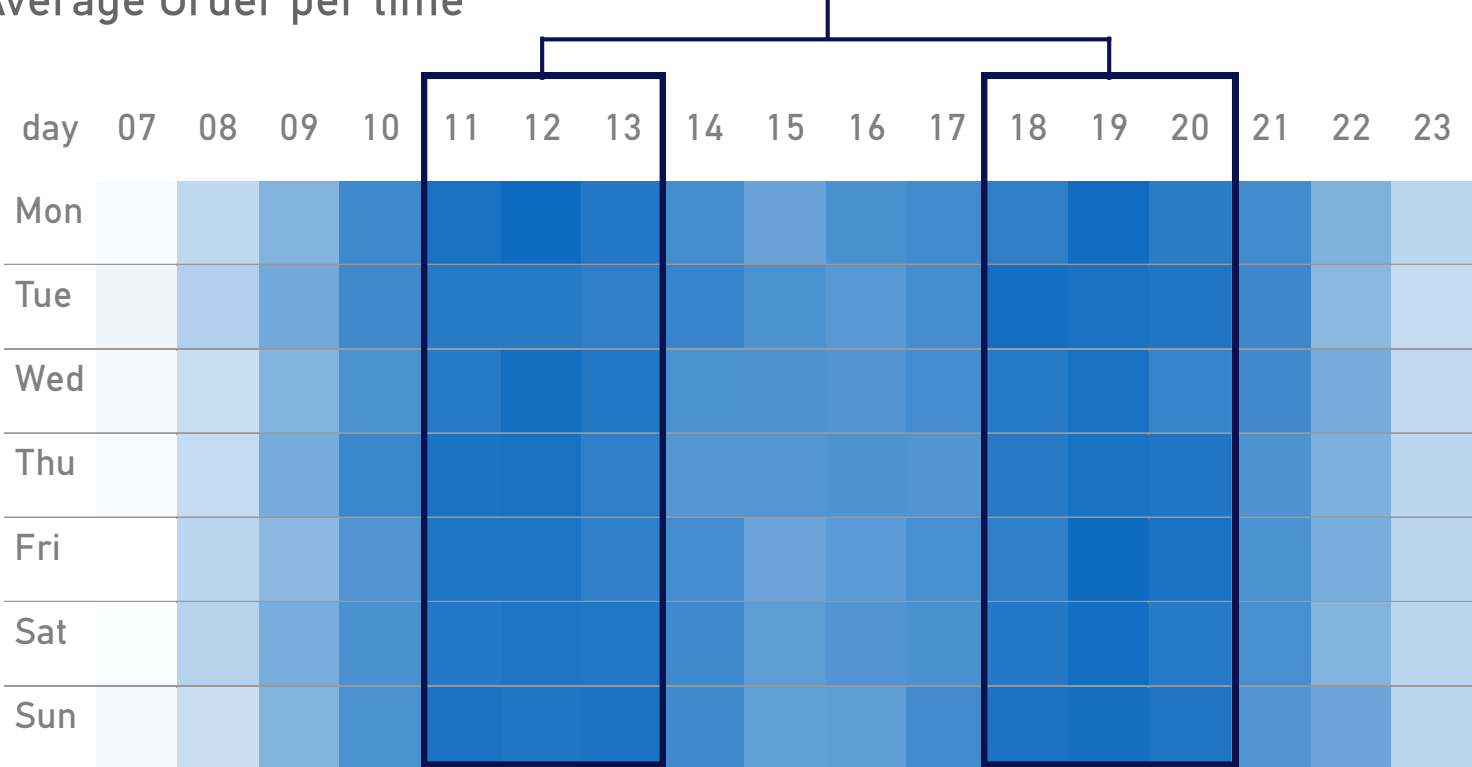| Total Sales	Total Orders	Distinct Products	Month with Highest Sales
$34.47M	178K	19	December

TIME ANALYSIS

2019 Sales grew high in the first four months of the year then slowly declined till September then was at the highest in **DECEMBER** with sales of **over $4.6M**

Sales Trend

$1.8M $3.8M $3.7M $4.6M

A Large percentage of the increase from November to December can be attributed to an increase of the purchase of **Mac book Pro Laptop** by **46%**, equivalent to $345,000 in sales.

The customers generally do not have special days for purchasing, but they do have special times during the day for purchasing. The most busy times of the days are from **11 a.m** to **1:00 p.m**. Then later on by **6:00 p.m** to **8::00 pm**
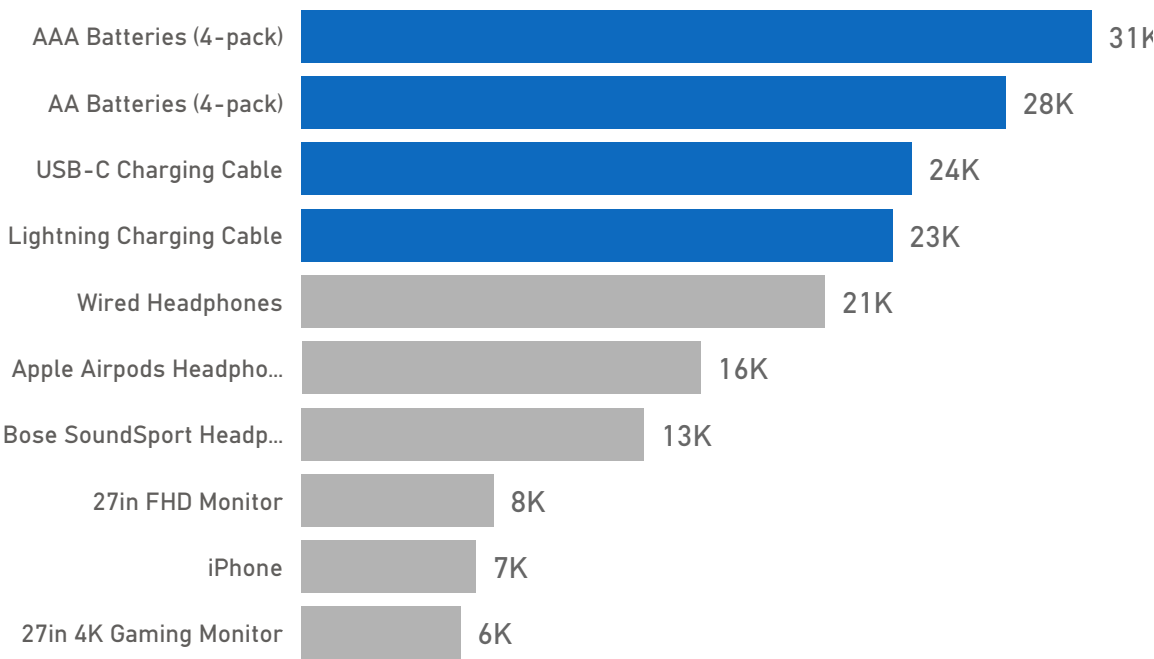
Average Order per time

day | 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23
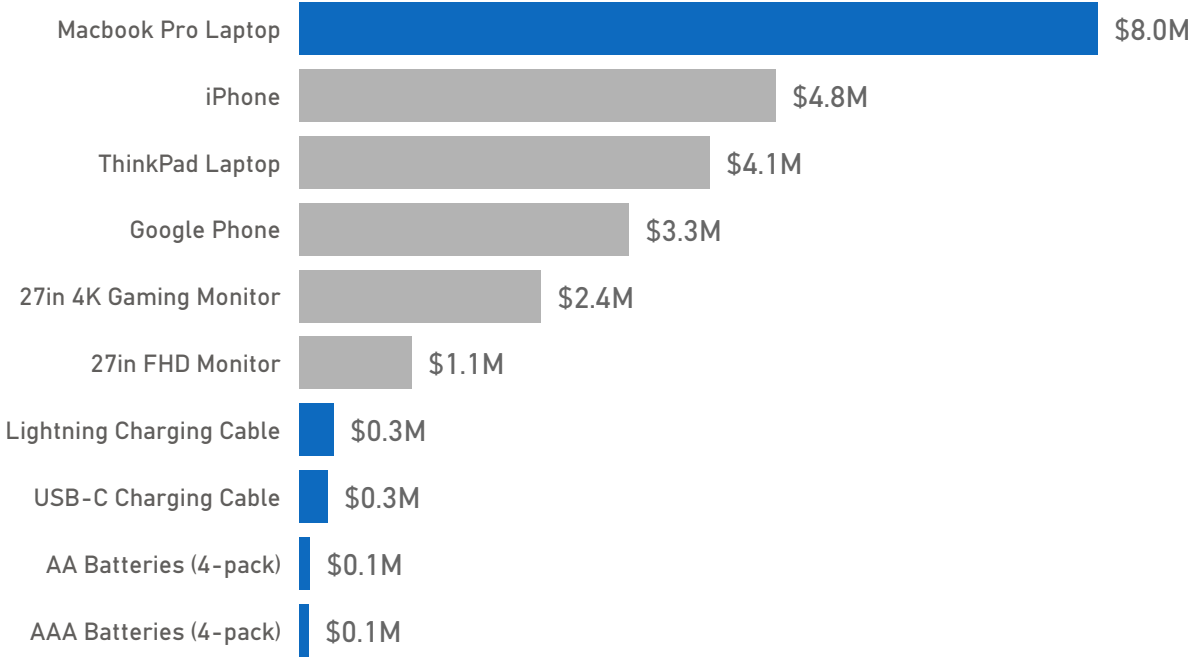Mon / Tue / Wed / Thu / Fri / Sat / Sun

PRODUCTS ANALYSIS

The most ordered products are the **AAA Batteries** and **AA Batteries** which only cost about $4. Closely following are **charging cables** and **sound gadgets**. Also, **Monitors** seem to have a lot of purchases.

Top 10 Most ordered Products

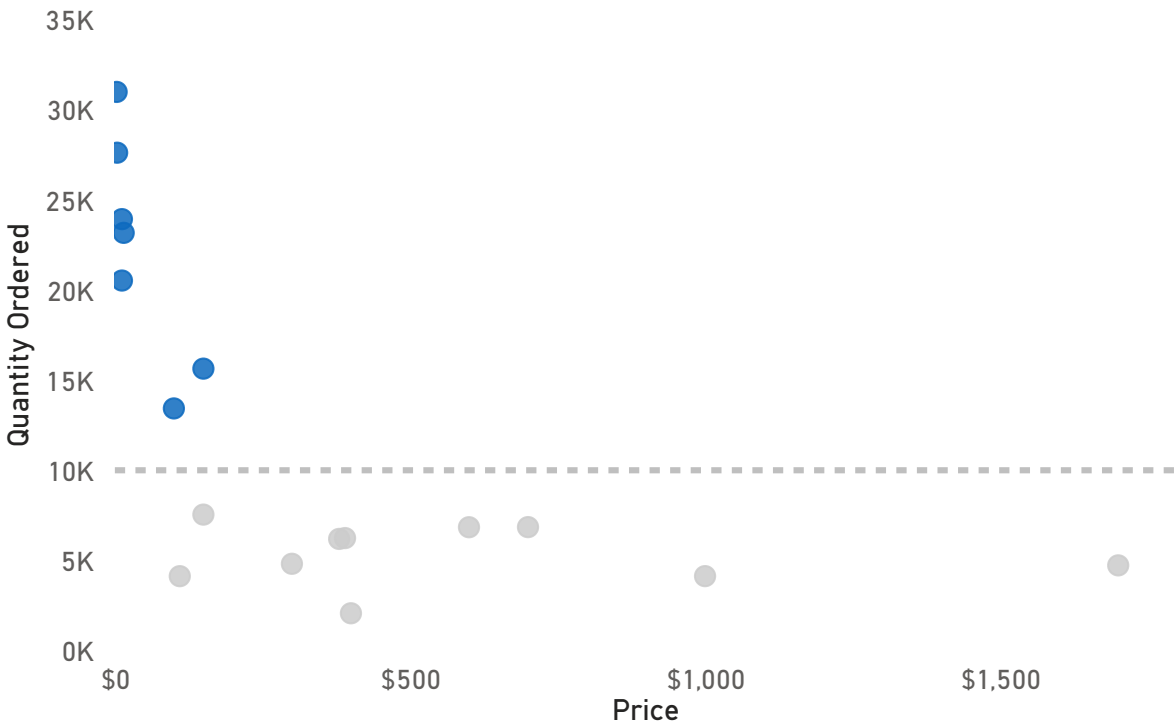| Product	Orders
AAA Batteries (4-pack)	31k
AA Batteries (4-pack)	28K
USB-C Charging Cable	24K
Lightning Charging Cable	23K
Wired Headphones	21K
Apple Airpods Headpho…	16K
Bose SoundSport Headp…	13K
27in FHD Monitor	8K
iPhone	7K
27in 4K Gaming Monitor	6K

Surprisingly, The most ordered products provide the least revenue. Topping the revenue chart are Apple products : **Macbook laptop** and **Iphone**, Not much surprise there since the Macbook has the highest price per unit.

Revenue Generation per Products: Top 6 vs bottom 4

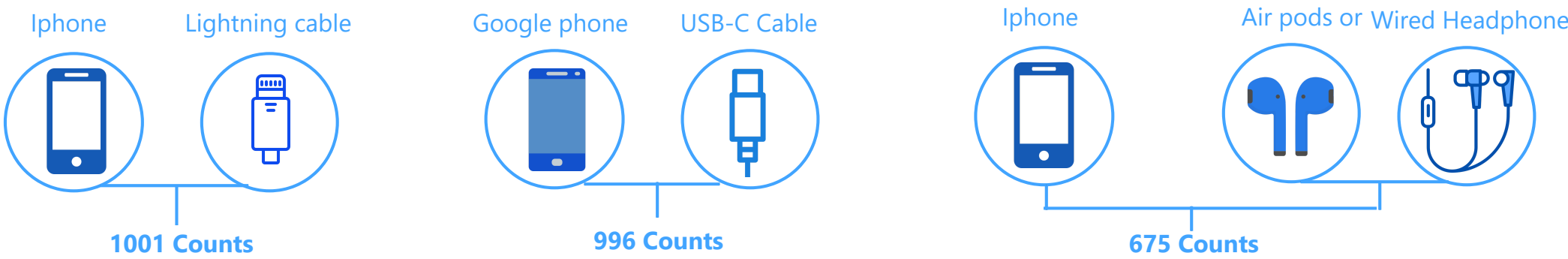| Product	Revenue
Macbook Pro Laptop	$8.0M
iPhone	$4.8M
ThinkPad Laptop	$4.1M
Google Phone	$3.3M
27in 4K Gaming Monitor	$2.4M
27in FHD Monitor	$1.1M
Lightning Charging Cable	$0.3M
USB-C Charging Cable	$0.3M
AA Batteries (4-pack)	$0.1M
AAA Batteries (4-pack)	$0.1M

The **most ordered products are under $100.** Over 10,000 orders from such products throughout the year. while products greater than $100 are less ordered.
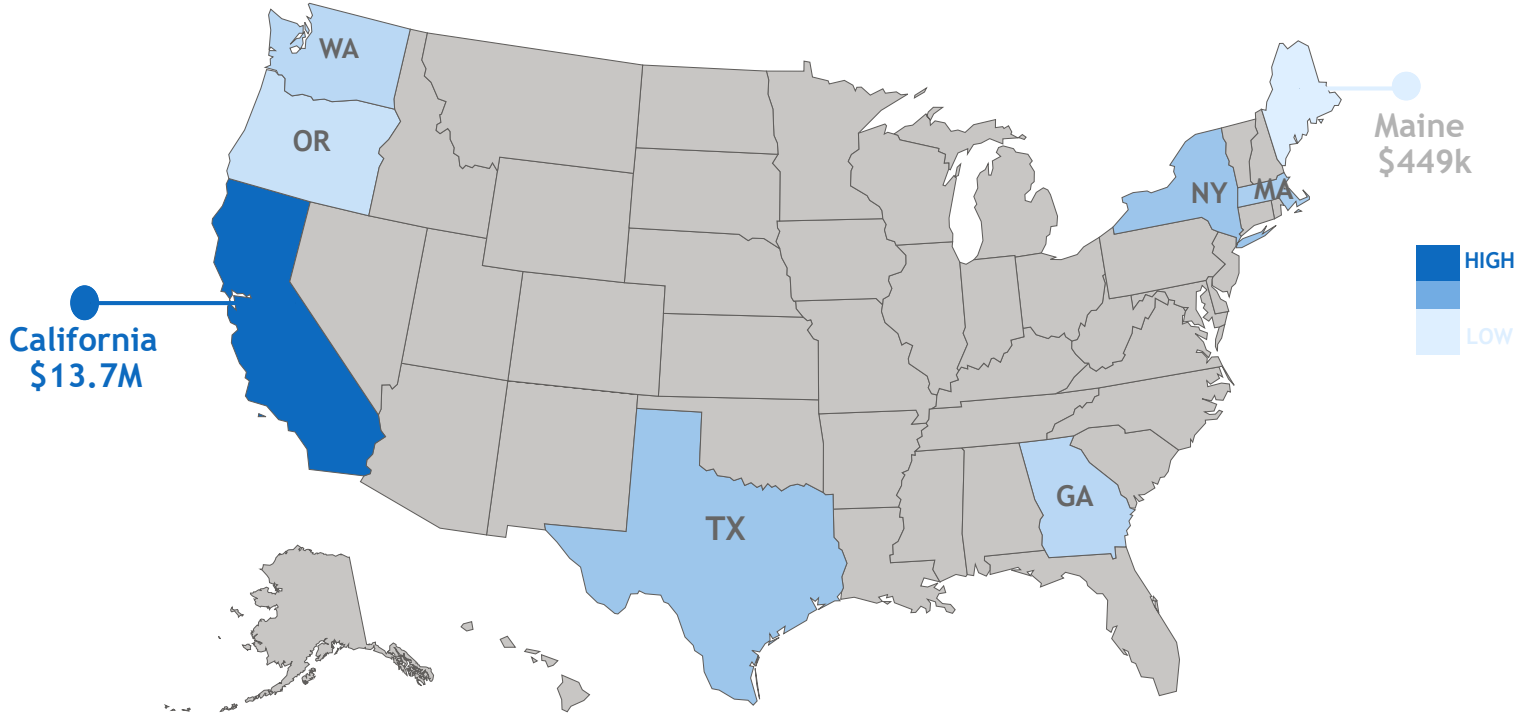
Price of Product vs Quantity Ordered

(Scatter plot: Quantity Ordered vs Price)

PRODUCTS FREQUENTLY ORDERED TOGETHER

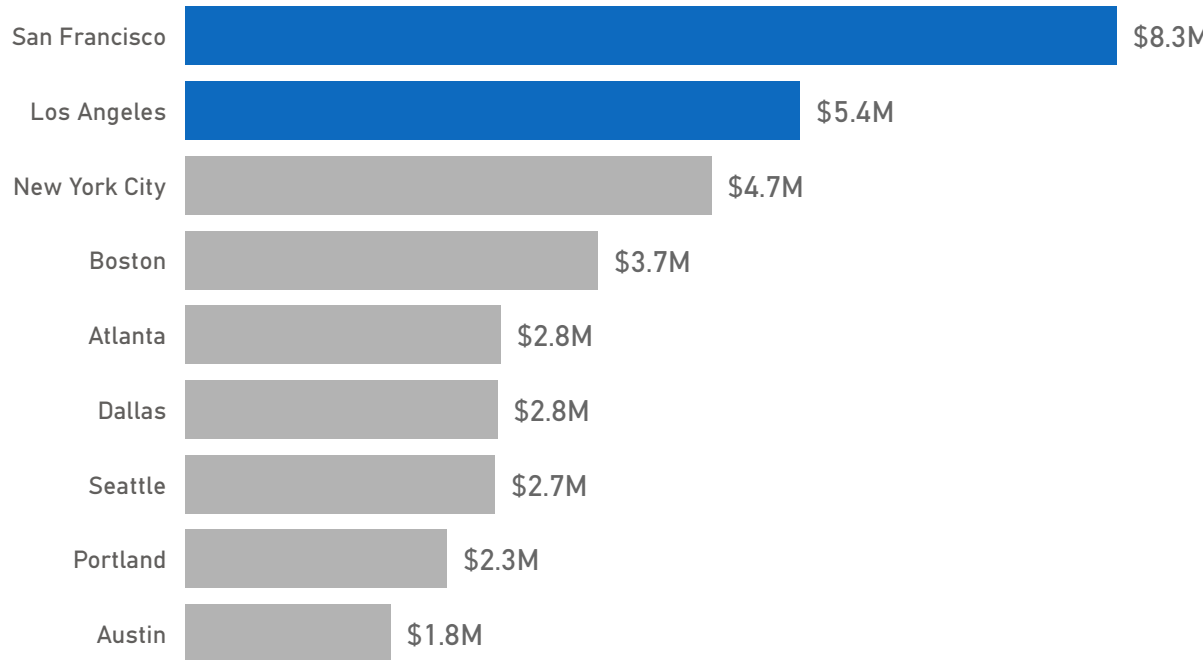| Iphone + Lightning cable	Google phone + USB-C Cable	Iphone + Air pods or Wired Headphone
1001 Counts	**996 Counts**	**675 Counts**

REGION ANALYSIS

The Highest sales are from the **western states** of The U.S. With **California** bringing the highest sales of $13.7M. the least is from **Maine** with just $449K

Sales by State

WA / OR / California $13.7M / TX / GA / NY / MA / Maine $449k

HIGH / LOW

San Francisco is the city with highest sales grossing over $8M. Closely following is another state from California, **Los Angeles** with $5.4M sales. It is also good to note that these two states had the highest orders for **Macbook Pro**, **Iphones** and **Monitors**. A testament to their tech development and growth.

Revenue by city

City	Revenue
San Francisco	$8.3M
Los Angeles	$5.4M
New York City	$4.7M
Boston	$3.7M
Atlanta	$2.8M
Dallas	$2.8M
Seattle	$2.7M
Portland	$2.3M
Austin	$1.8M

RECOMMENDATIONS

1. Reduce Opening and closing times : The Busy times of the day begin from 8:00 A.M till 10:00 P.M. This would reduce resources used during the early mornings and late nights.

2. Offer discounts for products : There can be discount offers especially during low sales months such as July and August. Products often bought together can be discounted.

3. Digitized Marketing : Encouraged Marketing during low sales months such as June, July and August. The Marketing can also reach out to other states and city especially during December