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Final Project

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Interpreting Sales Data

Interpreting sales data can provide key insights into a business. Having these key insights can help influence business decisions and can help to ensure the longevity of a company. The data that comes from a company can show a lot about the current customer base, the success of current methods, and more. Even a small amount of data can have key insights into the business and the customers.

For the final project, I decided to generate my own data. I did this because I felt as though sales data can often be random depending on industry, company, as well as products. In addition, I felt as though generating data can be a useful skill to practice and showcase. In addition, I felt a lot of the datasets provided an abundance of information which is not always the case. I wanted to show the insights I could make based on minimum data. To do this, I generated the table gensales_data which included basic information regarding sales data for a company. The table included information such as the total sale price of the transaction (between 1 and 1500), the total number of items that were in the transaction (between 1 and 25), and either a 1 or a 2 for method of payment (1 being card and 2 being cash). The data was generated using Spark and uploaded into a hive table. This was done to showcase how the two tools can be used in conjunction.

Using Hive, the data was visualized to confirm the data was uploaded correctly. I checked to make sure there were no missing values and after seeing that the data was uploaded, I

checked the average total sales, and number of products, and the percentage of card and cash transactions. The average total selling price was \$787.95 and the average number of items sold was 12.488 which we will say is 13 since you can not have 0.488 of an item. This tells me that it is likely that a significant amount of the transactions contains higher-value items, and it is something that should be explored.

To confirm this, I added a new column and divided the total selling price and the number of items to get an average price per item. Originally, I made a mistake and divided the number of items by the total instead of the total by the number of items. To correct this, I added the columns I wanted to keep to a new table and deleted the original. I renamed the new table back to gensales_data and reperformed the calculation. I created a new column with the correct calculation dividing the total by the number of items. This showed the average spent on each item. I then performed a calculation to calculate the average, average price per item. The average of the average price per item is \$122.50. This shows that again it is likely that a significant number of the transactions do contain high-value items. I then calculated the number of transactions where the average price per item was above \$100. The number of transactions with a price per item of above \$100 is 146. There are 500 transactions in the table which means that 29.2% of the data contains a price per item above \$100.

For the type of payment in the transactions, it appears all of the transactions were paid with a card. This is not unusual with online relators. However, if this is not an online realtor, I would recommend that the business has a card-forward POS system that is highly accessible to customers. This will improve customer experience since it appears that the current customer base prefers to pay with a card. However, it is important not to alienate cash payments in case new

customers would like to pay with cash. However, while it should be easy and fast to make cash payments it should be just as easy to make card payments.

The screenshots below showcase the code used to perform the analysis with breaks between lengthy sections of output.

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