

SP503_Capstone_BarucCyrus

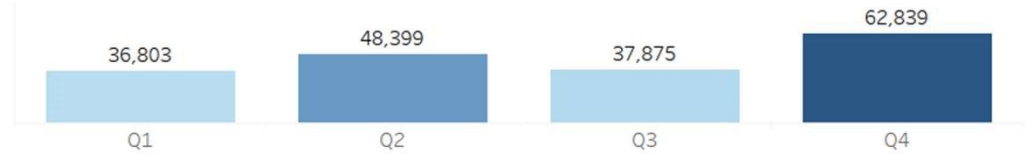
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Here, we can see the 2019 sales overview that includes the trend, details of distribution of sales by product, comparison of sales by city, and the top and bottom products by sales.

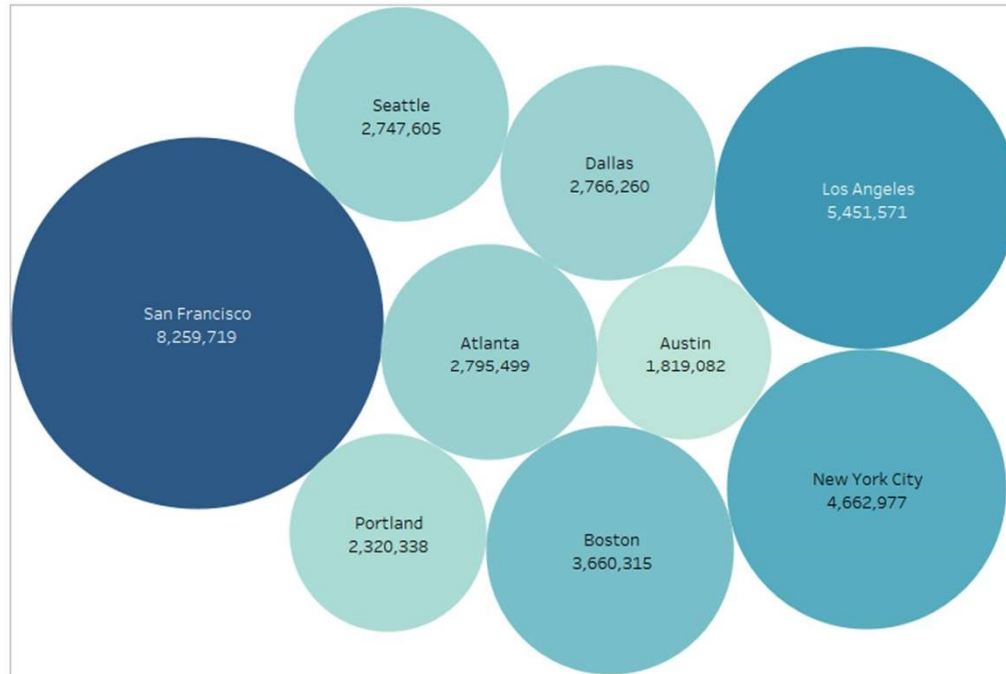
Quarterly Sales Trend



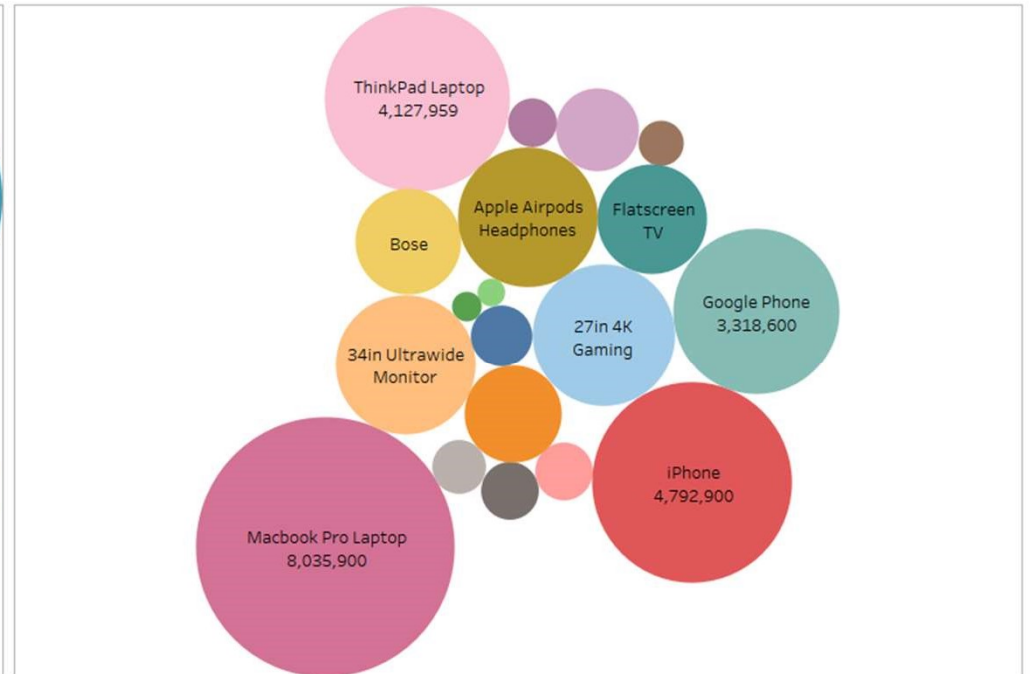
Number of Records



Sales by City



Sales by Product



The Q1 sales started low, which correlates with the lower number of records in Q1 compared to other quarters, regardless of city and products.

Quarterly Sales Trend



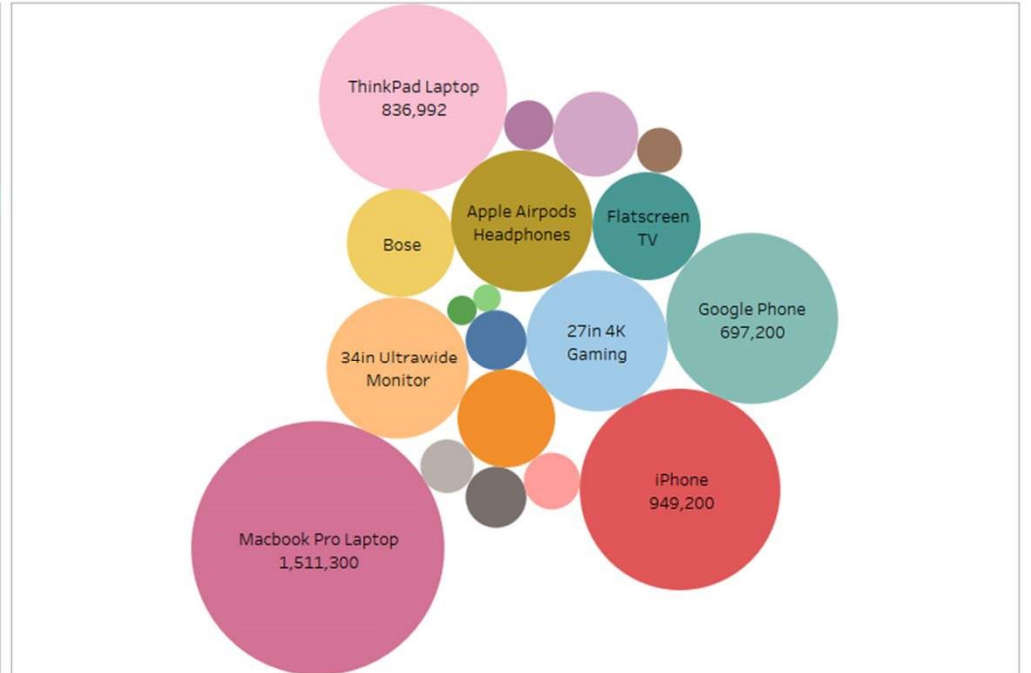
Number of Records



Sales by City



Sales by Product



The Q2 sales increase 25% from the Q1 sales. It correlates with the increase number of records in Q2.

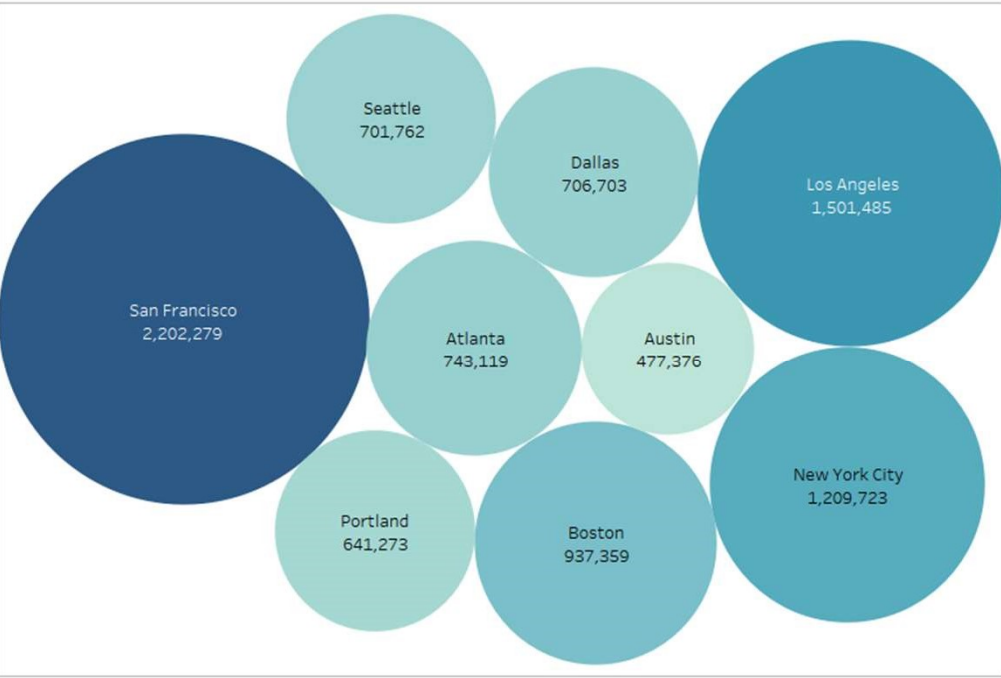
Quarterly Sales Trend



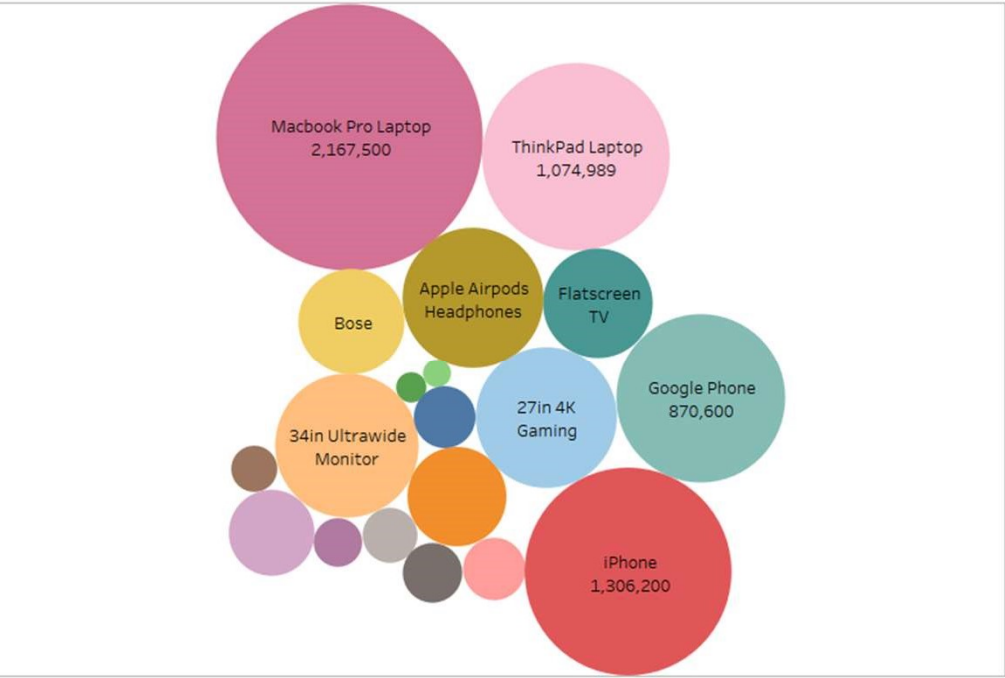
Number of Records



Sales by City



Sales by Product

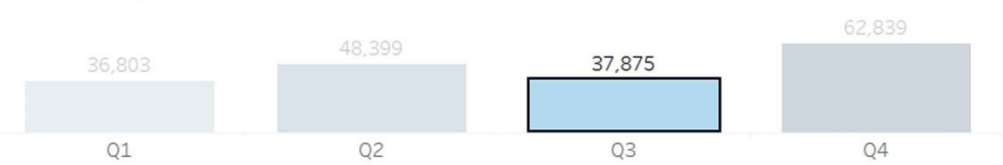


A 23% drop in Q3 from Q2 is caused maybe by college vacations in the cities. It's interesting to see its connection to quarterly sales. These may result in lower demand for the products.

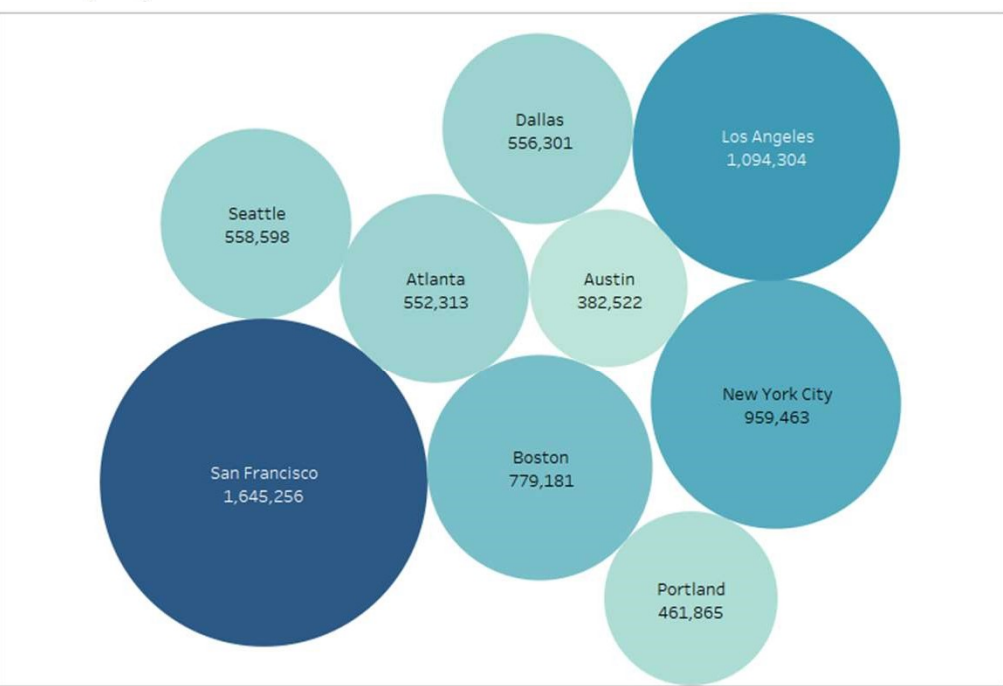
Quarterly Sales Trend



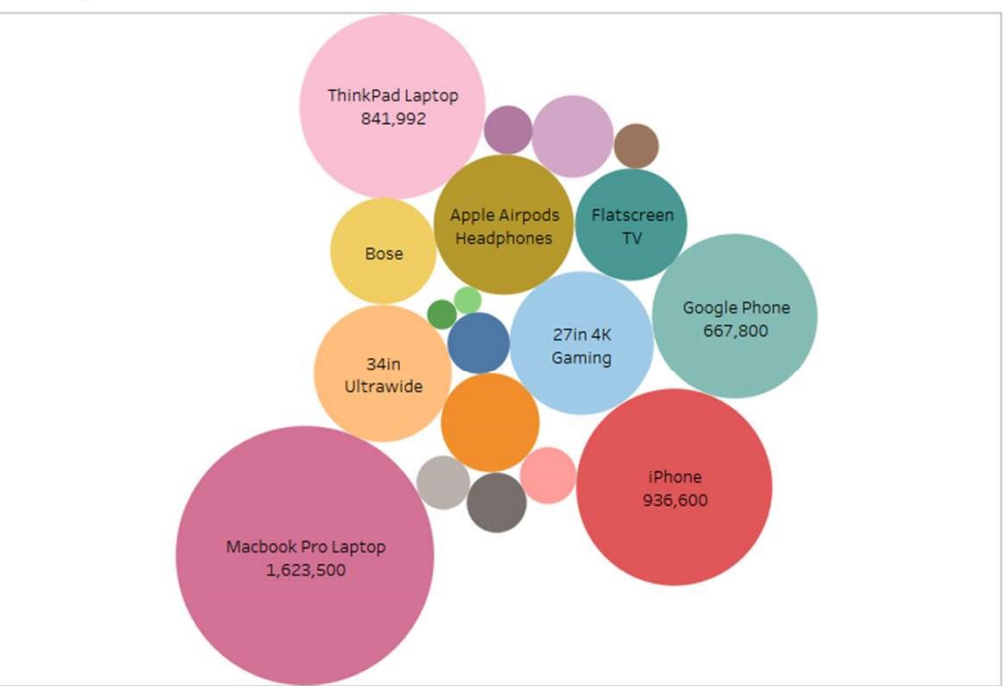
Number of Records



Sales by City



Sales by Product



The demand for electronic products contributes to the Q4 sales because of the December Holidays, plus the resumption of classes in October in these cities, as highlighted with darker blue in the chart.

Quarterly Sales Trend



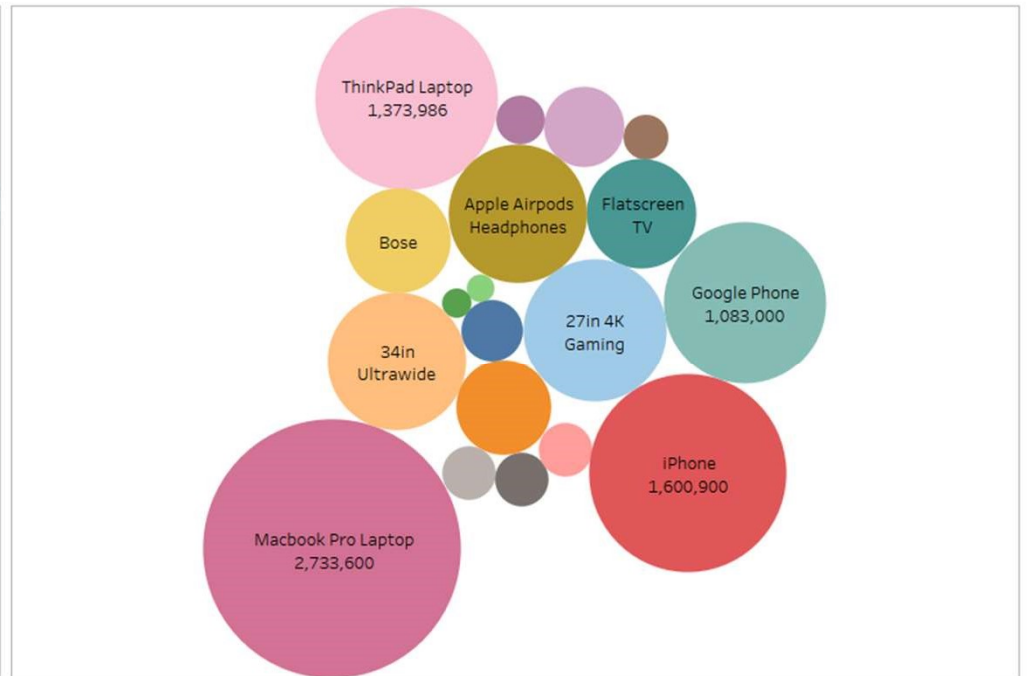
Number of Records



Sales by City



Sales by Product

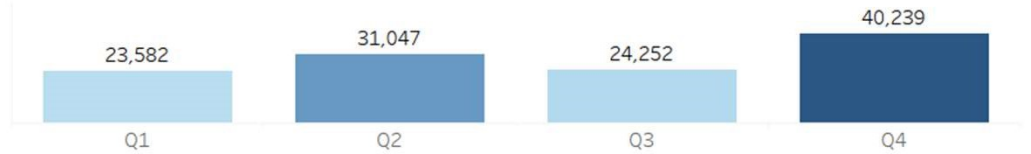


The top contributor cities by sales are San Francisco, Los Angeles, New York City, and Boston. The number of records might be affected based on the population of the location. This explains our findings as these cities are the most populated in the United States.

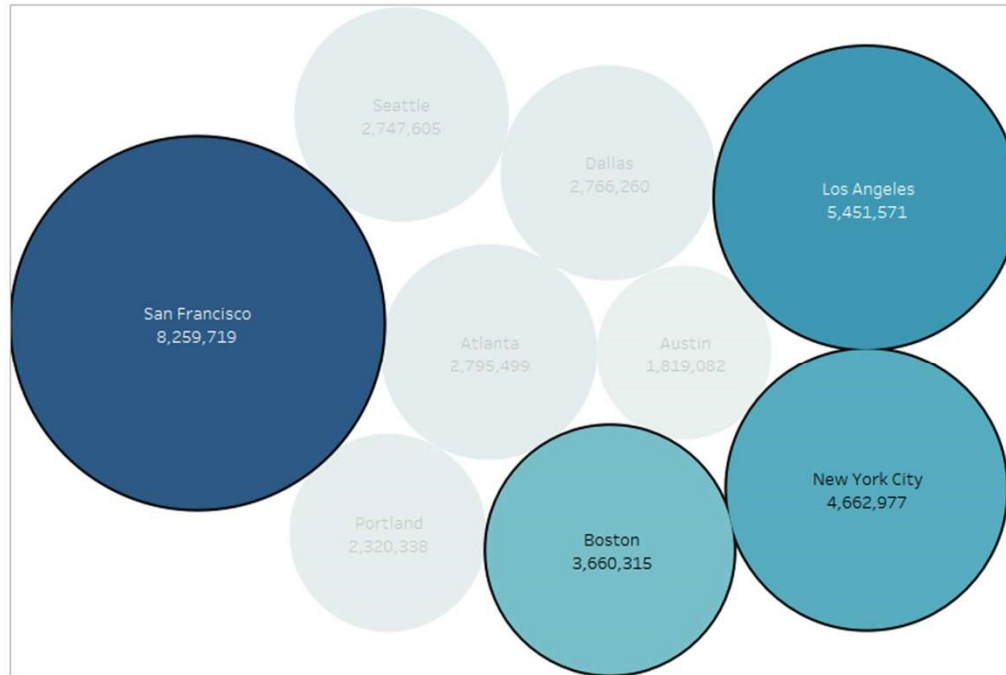
Quarterly Sales Trend



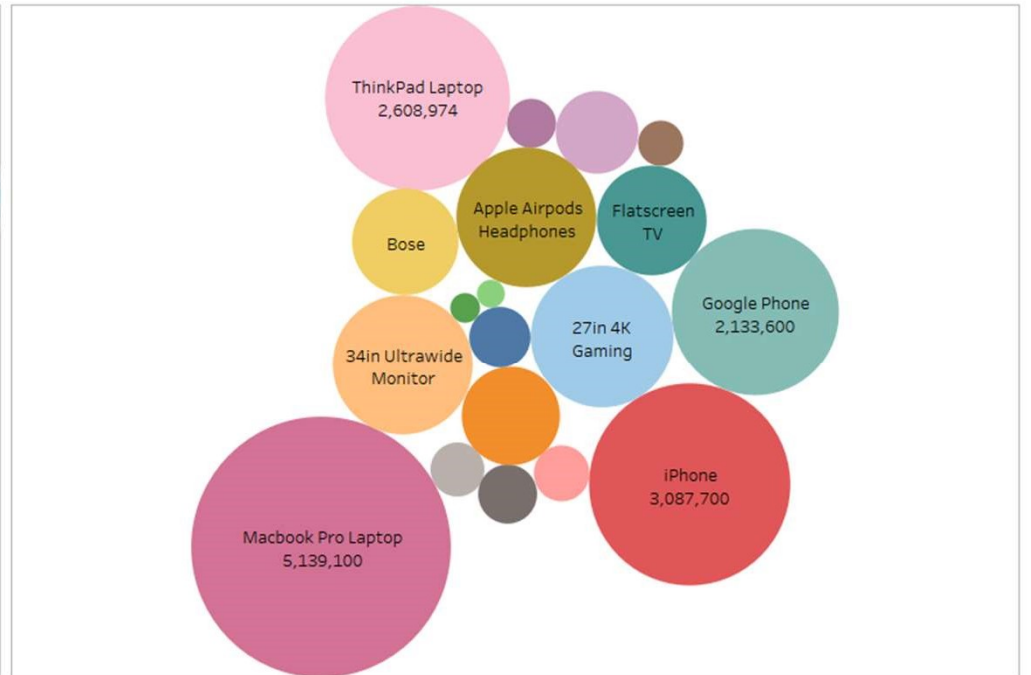
Number of Records



Sales by City



Sales by Product

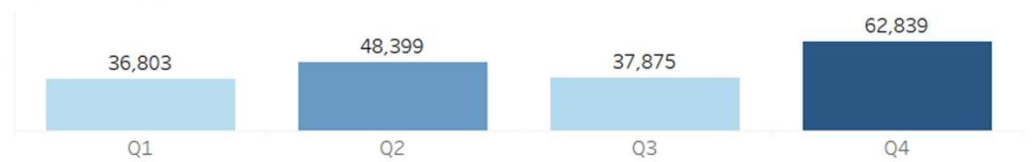


The top contributor products are Macbook Pro, Thinkpad Laptop, and iPhone. In my observation, these are most common in students. As stated in my previous commentary that college vacation affects sales, I can now conclude that our top market for our products is STUDENTS.

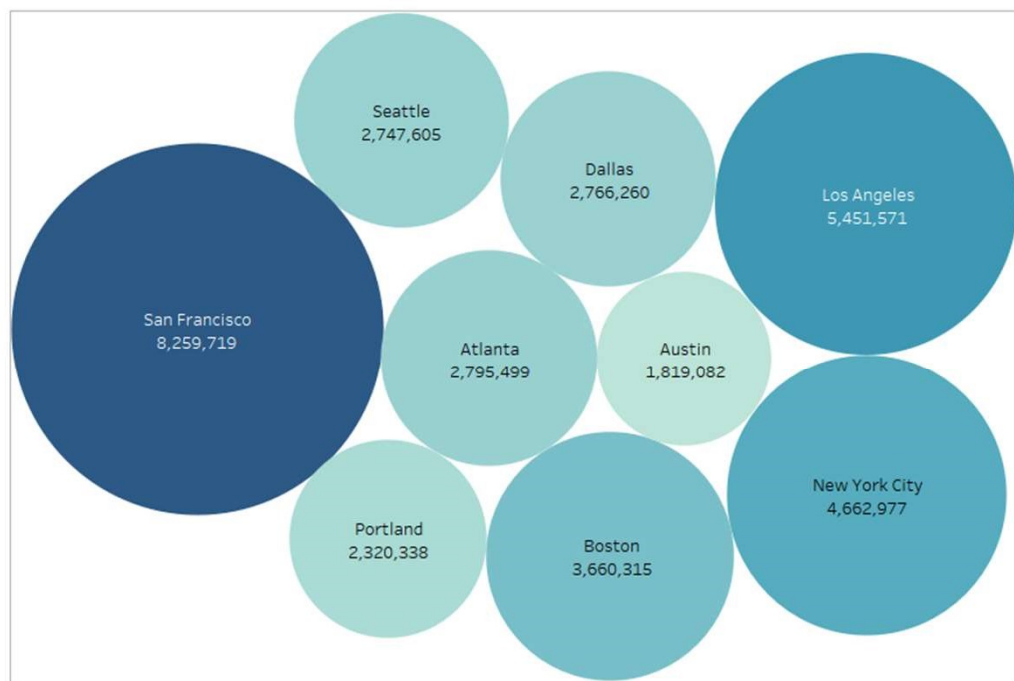
Quarterly Sales Trend



Number of Records



Sales by City



Sales by Product

