

# Global Electronics

RETAIL ANALYSIS IN THE ELECTRONICS INDUSTRY TO  
IMPROVE THE SALES PERFORMANCE AND EFFICIENT  
INVENTORY MANAGEMENT.

HARIPRAKASH .N

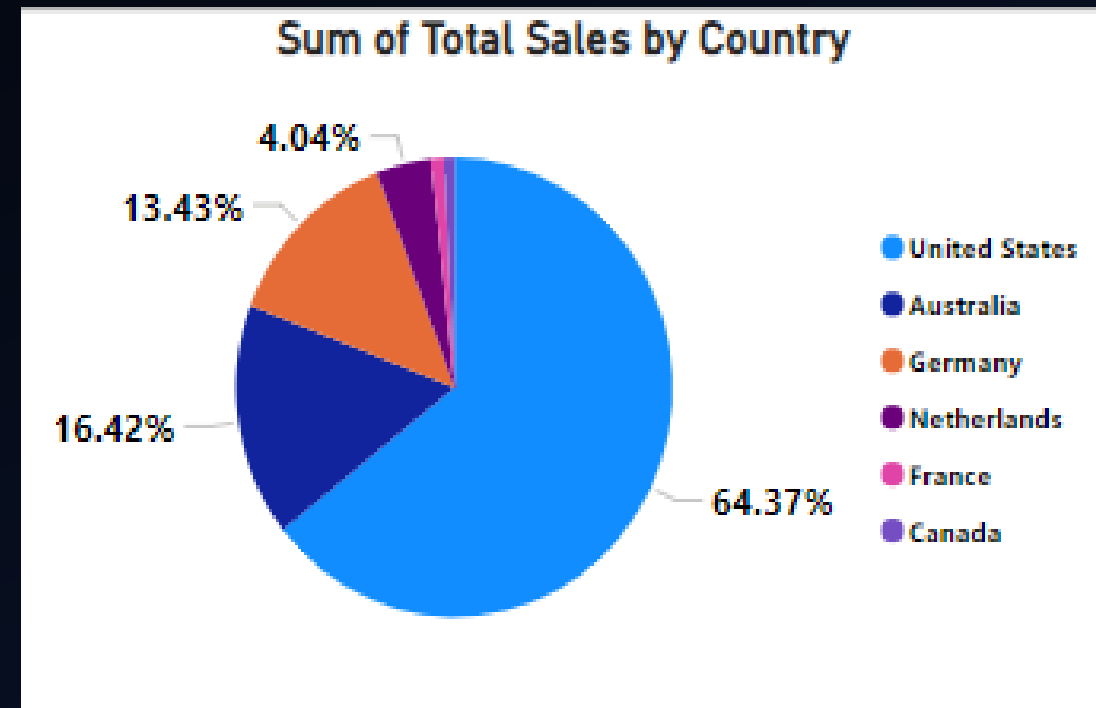
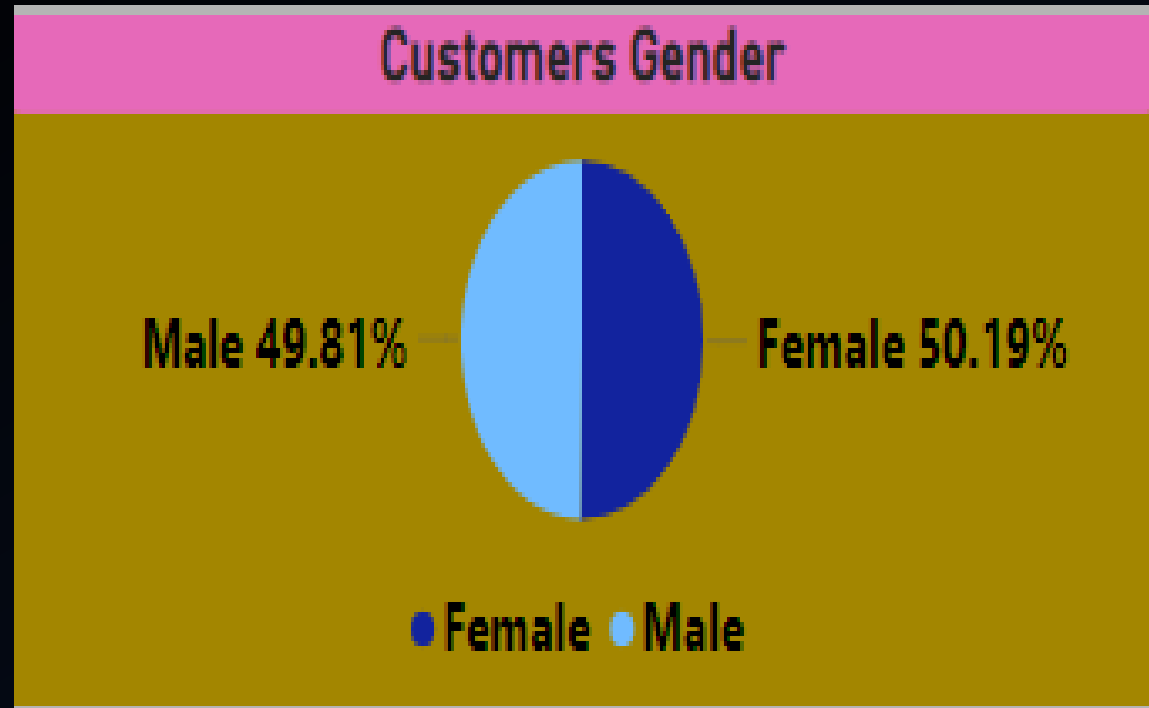
# The Company

- Global Electronics, a leading retailer of consumer electronics, has provided with several datasets containing information about their customers, products, sales, stores, and currency exchange rates.
- The company seeks to leverage this data to better understand their business and identify areas for improvement.

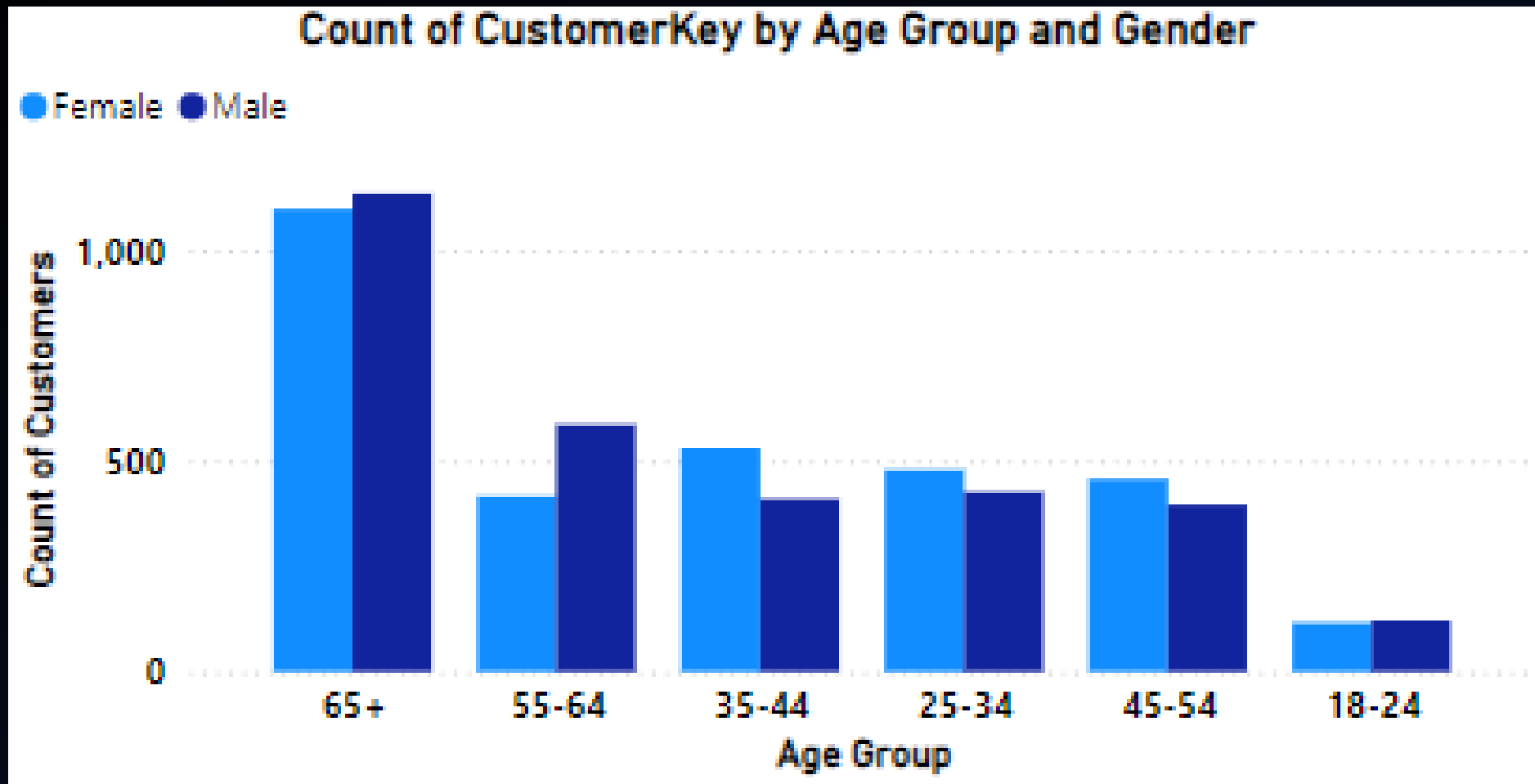
# The Problem

- As part of Global Electronics' data analytics team, I have tasked with conducting a comprehensive Exploratory Data Analysis (EDA) to uncover valuable insights from the company's data.
- The goal is to provide actionable recommendations that can enhance customer satisfaction, optimize operations, and drive overall business growth.

# Customer Analysis

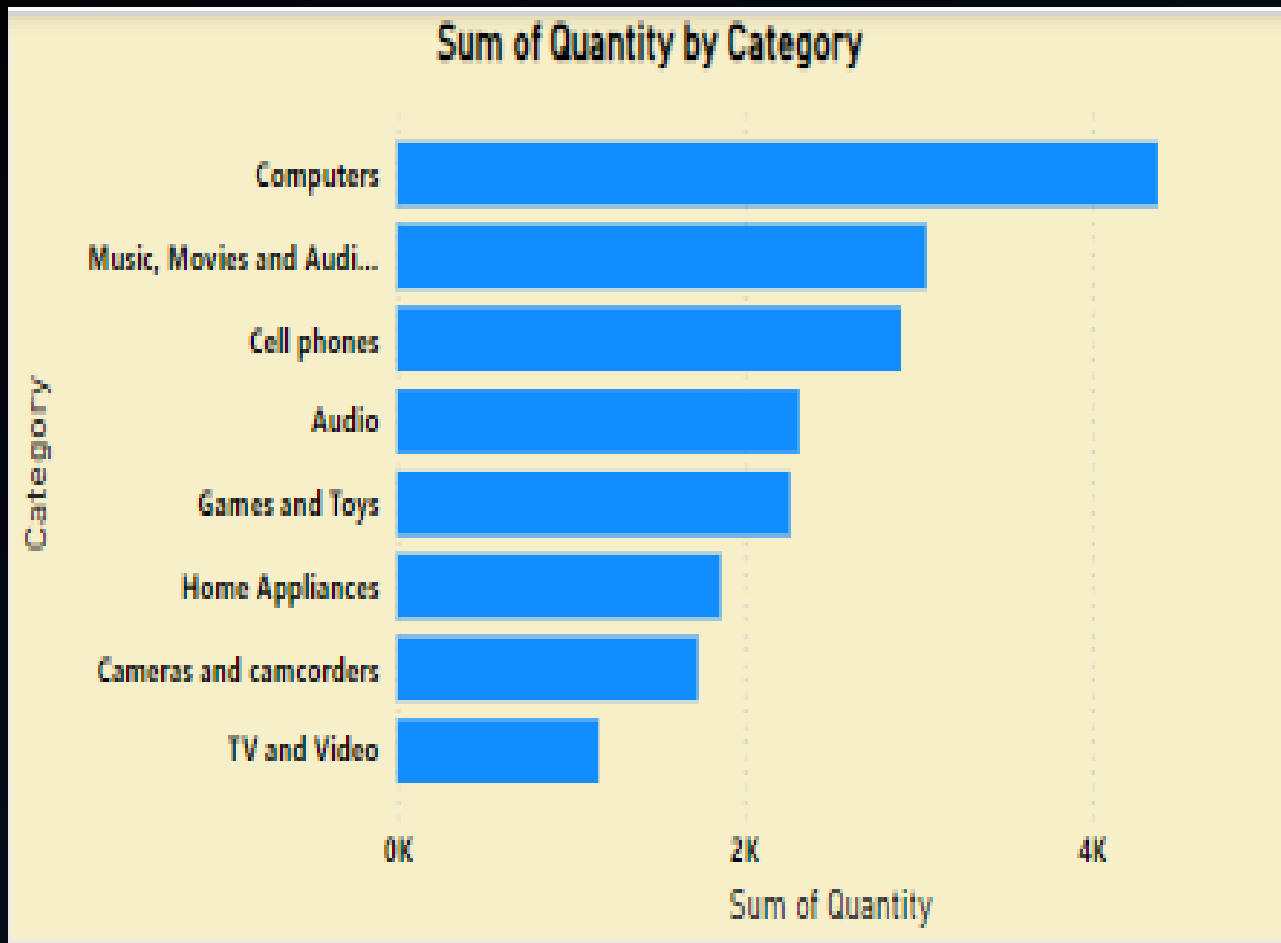


- The Global Electronics has more female customers than male customers. The total female customers are just 0.38% higher than male, which is a low difference.
- The United States has the most customers and second is Australia and third is Germany.



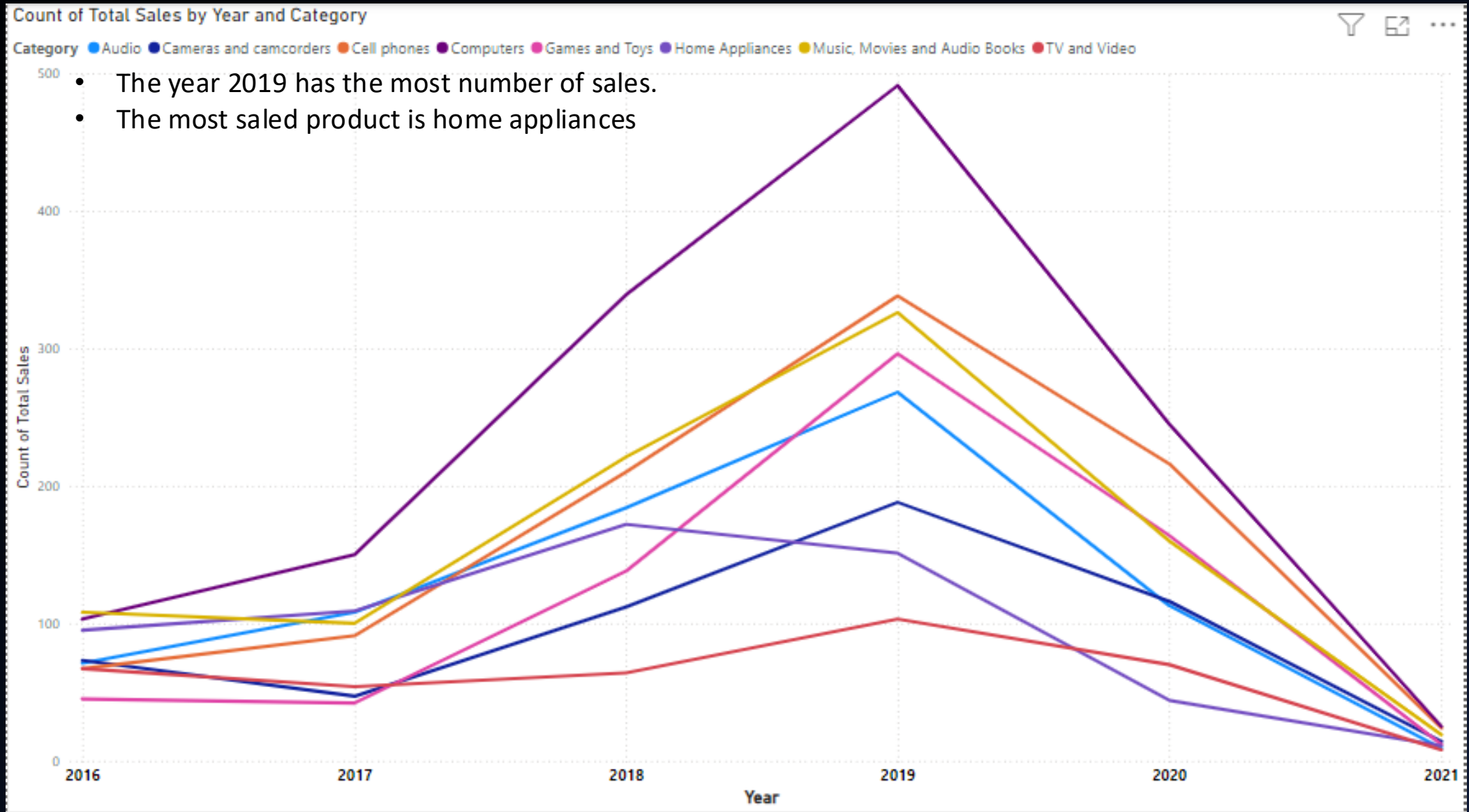
- Most of the customers is from age of 65+ with more male customer compared with female customer
- The age between 18-24 has the least number of customers

# Product Analysis

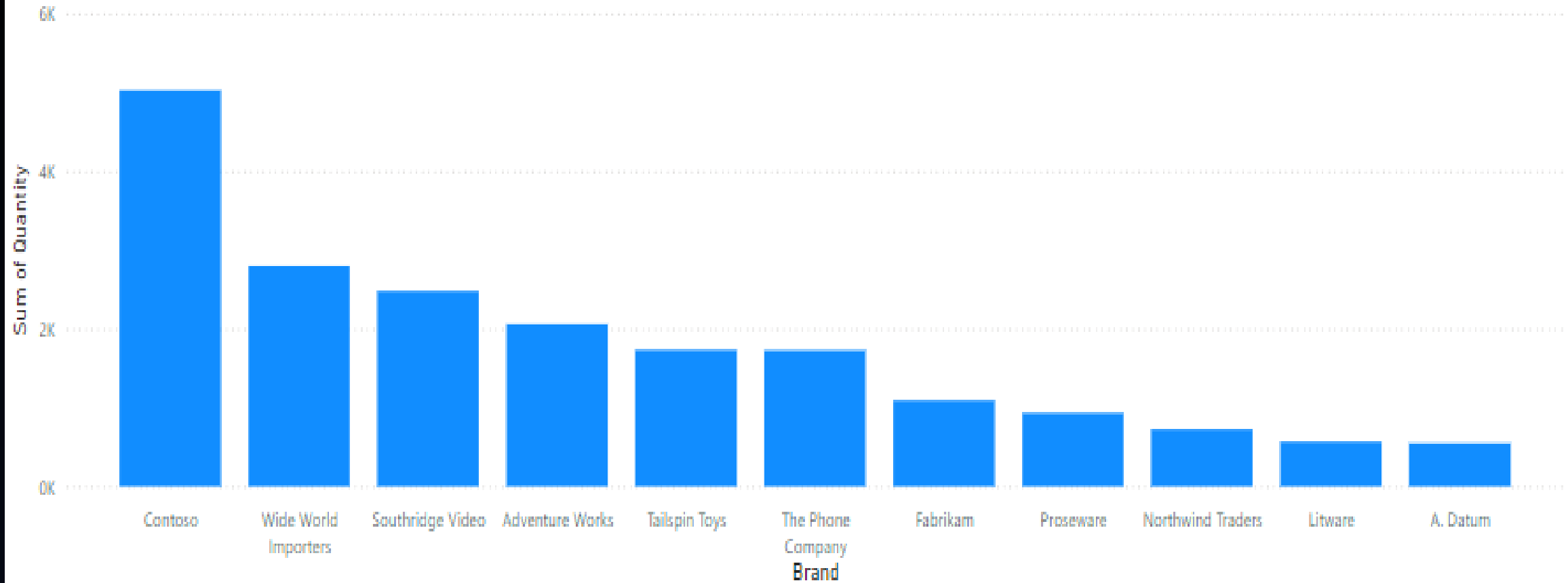


- Most preferred categories of products are 'Computers', 'movies, music and audio' and 'cell phones'.
- The most popular product category is Computers and the least is TV and video.

# Sales Analysis



Sum of Quantity by Brand



- Most selling brand is Contoso and second is Wide World Importers and third is Southridge Video
- The least souled brand is A. Datum



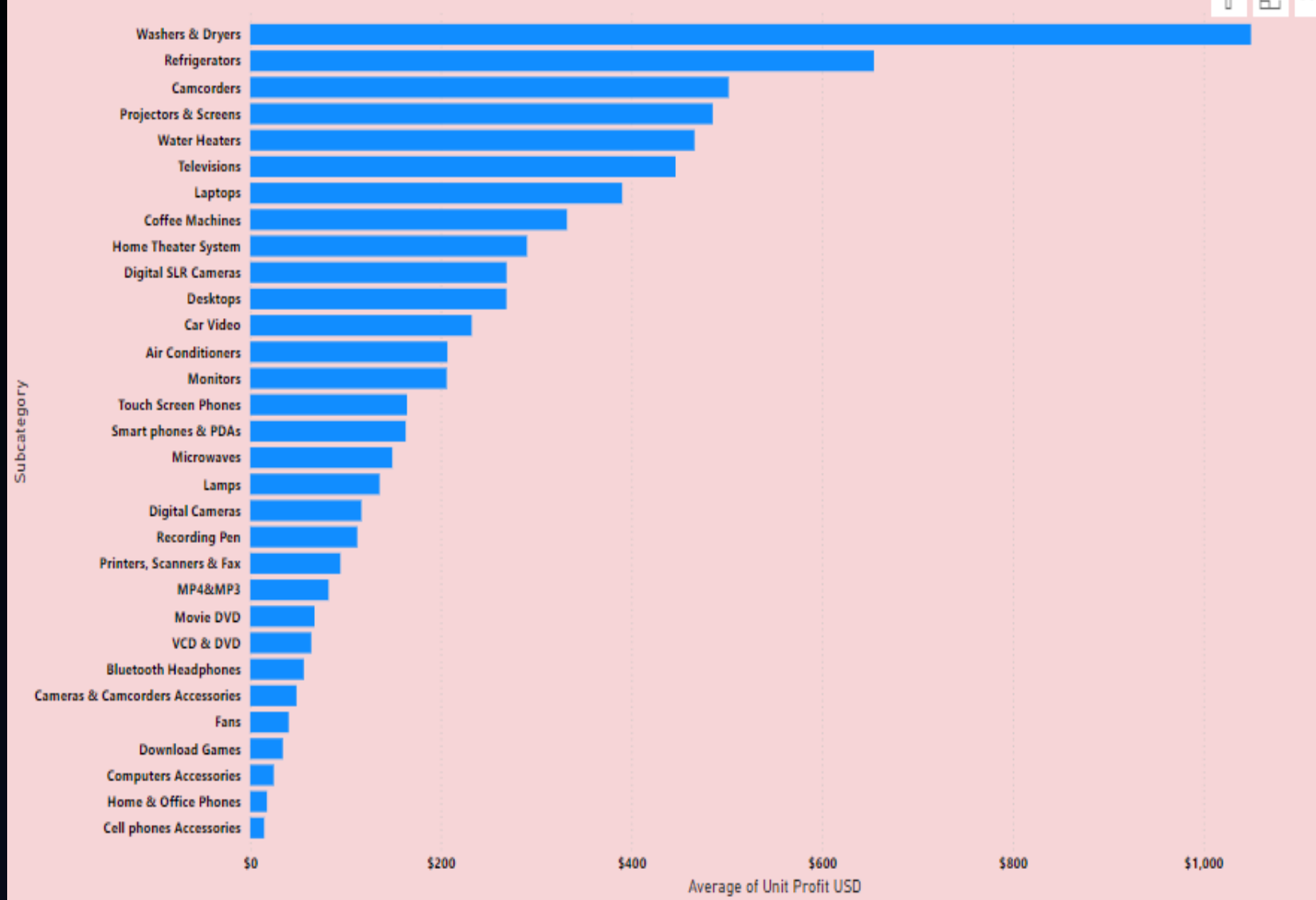
## Sum of Quantity

BY YEAR, QUARTER, MONTH



- Summer holidays in 3rd quarters and winter holidays in 4th quarters leads to more sales in the start of that season until 1st quarter.

Average of Unit Profit USD by Subcategory



- The company's top revenue is from Washers and Dryers product and least is Home & Office Phones and Cell Phones Accessories

# Conclusion

- Targeted Marketing: Since more customer from age 65+ consider running marketing campaigns that targets this age group. As the difference is small, ensure marketing efforts targets both genders.
- Seasonal Promotions: Boost marketing efforts during summer and winter holidays (3rd and 4th quarters) when sales peak. Highlight top-performing products (PC desktops, Movie DVD and mobile phones).
- Prioritize high-profit margin products: Despite being less popular, products like washers & dryers can contribute significantly more profits to revenue.
- expanding sales to other countrys: While USA is dominant, expanding sales to Australia , Germany, Netherland , france and canada can make profit more.
- Strengthen sales : Since computer has solued more . Improving the other productes like TV and Video can improve the profit of the company.



Thank You