

# Sales Analysis

Using Excel and shortcut Pivot Table

# Raw Sales Data

Online-eCommerce-2

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D12 16/01/2020

State Code	Customer Name	Order Date	Status	Product	Category	Brand	Cost	Sales	Quantity	Total Cost	Total Sales	Assigned Supervisor	Assigned Supervisor New	State Name
AP	Adhir Samal	11 Jan 2020	Delivered	512 GB M.2	SSD	Samsung	Rp6,500.00	Rp8,450.00	1	Rp6,500.00	Rp8,450.00	Ajay Sharma	Ajay Sharma	Andhra Pradesh
AP	Dannana Jhammi	11 Jan 2020	Delivered	RYZEN 3rd gen. 3500	CPU	Intel	Rp8,500.00	Rp11,050.00	3	Rp25,500.00	Rp33,150.00	Roshan Kumar	Roshan Kumar	Andhra Pradesh
AS	Vipin Kumar	11 Jan 2020	Delivered	2GB Graphic Card	Graphic Card	Nvidia	Rp7,000.00	Rp9,100.00	2	Rp14,000.00	Rp18,200.00	Aarvi Gupta	Aarvi Gupta	Assam
BR	Ranjeet Kumar	11 Jan 2020	Delivered	16 GB DDR4 RAM	RAM	Hynix	Rp6,550.00	Rp8,515.00	3	Rp19,650.00	Rp25,545.00	Vijay Singh	Vijay Singh	Bihar
CG	Sajal Singhal	11 Jan 2020	Order	Standard ATX motherboard	MotherBoard	Gigabyte	Rp7,650.00	Rp9,945.00	4	Rp30,600.00	Rp39,780.00	AadilKhan	AadilKhan	Chhattisgarh
CG	Akhlesh Kumar	11 Jan 2020	Order	Compact with 1 Fan	Cabinet	Asus	Rp1,150.00	Rp1,495.00	2	Rp2,300.00	Rp2,990.00	Advika Joshi	Advika Joshi	Chhattisgarh
CG	Suvankar Chakraborty	11 Jan 2020	Order	USB Backlight Keyboard	Keyboard	Dell	Rp850.00	Rp1,105.00	3	Rp2,550.00	Rp3,315.00	Ajay Sharma	Ajay Sharma	Chhattisgarh
CG	Rahul Kumar Prajapati	13 Jan 2020	Order	15" LCD Dispalay	Monitor	Dell	Rp7,500.00	Rp9,750.00	1	Rp7,500.00	Rp9,750.00	Roshan Kumar	Roshan Kumar	Chhattisgarh
JK	Sagar Jeur	14 Jan 2020	Order	2 TB HDD	HDD	Seagate	Rp10,000.00	Rp13,000.00	3	Rp30,000.00	Rp39,000.00	Aarvi Gupta	Aarvi Gupta	Jammu and Kashmir
JH	Rhushikesh Mane	15 Jan 2020	Order	1 TB SSD	SSD	Samsung	Rp10,500.00	Rp13,650.00	1	Rp10,500.00	Rp13,650.00	AadilKhan	AadilKhan	Jharkhand
KA	Achish Kumar	16 Jan 2020	Order	Intel i5 12th gen.	CPU	Intel	Rp8,500.00	Rp11,050.00	4	Rp34,000.00	Rp44,200.00	Advika Joshi	Advika Joshi	Karnataka
KL	Raved Akhter	17 Jan 2020	Order	2GB Graphic Card	Graphic Card	Nvidia	Rp7,000.00	Rp9,100.00	2	Rp14,000.00	Rp18,200.00	Ajay Sharma	Ajay Sharma	Kerala
XL	Haridas Balraj	18 Jan 2020	Processing	4 GB DDR4 Ram	RAM	Hynix	Rp1,680.00	Rp2,184.00	1	Rp1,680.00	Rp2,184.00	Ajay Sharma	Ajay Sharma	Kerala
XL	Kundan Kumar	19 Jan 2020	Processing	Micro ATX motherboard	MotherBoard	MSI	Rp6,540.00	Rp8,502.00	2	Rp13,080.00	Rp17,004.00	Roshan Kumar	Roshan Kumar	Kerala
MN	Atif Siddiqui	20 Jan 2020	Processing	Gaming Box Cabinet	Cabinet	Asus	Rp2,680.00	Rp3,484.00	1	Rp2,680.00	Rp3,484.00	Aarvi Gupta	Aarvi Gupta	Manipur
ML	Aditya Agarwal	21 Jan 2020	Processing	17" LCD Display	Monitor	Samsung	Rp8,250.00	Rp10,725.00	2	Rp16,500.00	Rp21,450.00	Vijay Singh	Vijay Singh	Meghalaya
MZ	Firdoush Jabee	22 Jan 2020	Processing	8 GB DDR4 RAM	RAM	Samsung	Rp2,650.00	Rp3,445.00	4	Rp10,600.00	Rp13,780.00	AadilKhan	AadilKhan	Mizoram
NL	Jay Prakash Kumar	22 Jan 2020	Processing	26" LCD Display	Monitor	Acer	Rp12,550.00	Rp16,315.00	2	Rp25,100.00	Rp32,630.00	Advika Joshi	Advika Joshi	Nagaland
OR	Ashish Pandey	22 Jan 2020	Processing	I7 - intel 12th Generation	CPU	Intel	Rp14,500.00	Rp18,850.00	2	Rp29,000.00	Rp37,700.00	Ajay Sharma	Ajay Sharma	Odisha
PB	Ajay Sharma	22 Jan 2020	Processing	USB Keyboard	Keyboard	Dell	Rp800.00	Rp1,040.00	1	Rp800.00	Rp1,040.00	Roshan Kumar	Roshan Kumar	Punjab
RJ	Moinuddin Saifi	22 Jan 2020	Processing	Wireless Mouse	Mouse	Samsung	Rp600.00	Rp780.00	3	Rp1,800.00	Rp2,340.00	Aarvi Gupta	Aarvi Gupta	Rajasthan
SK	Ramkrishna Das Adhikary	22 Jan 2020	Processing	21" LCD Display	Monitor	Dell	Rp10,500.00	Rp13,650.00	4	Rp42,000.00	Rp54,600.00	Vijay Singh	Vijay Singh	Sikkim
TN	Ranjeet Mandal	23 Jan 2020	Processing	2 TB HDD	HDD	Western Digital	Rp6,500.00	Rp8,450.00	1	Rp6,500.00	Rp8,450.00	AadilKhan	AadilKhan	Tamil Nadu
TR	Ashwini Adsare	24 Jan 2020	Processing	257 GB SSD	SSD	Samsung	Rp4,500.00	Rp5,850.00	4	Rp18,000.00	Rp23,400.00	Ajay Sharma	Ajay Sharma	Tripura
UK	Rajesh Variya	25 Jan 2020	Processing	Intel i3 11th gen.	CPU	Intel	Rp8,500.00	Rp11,050.00	2	Rp17,000.00	Rp22,100.00	Roshan Kumar	Roshan Kumar	Uttarakhand
UP	Amit Singh	26 Jan 2020	Processing	4GB Graphic card	Graphic Card	Nvidia	Rp12,500.00	Rp16,250.00	2	Rp25,000.00	Rp32,500.00	Aarvi Gupta	Aarvi Gupta	Uttar Pradesh

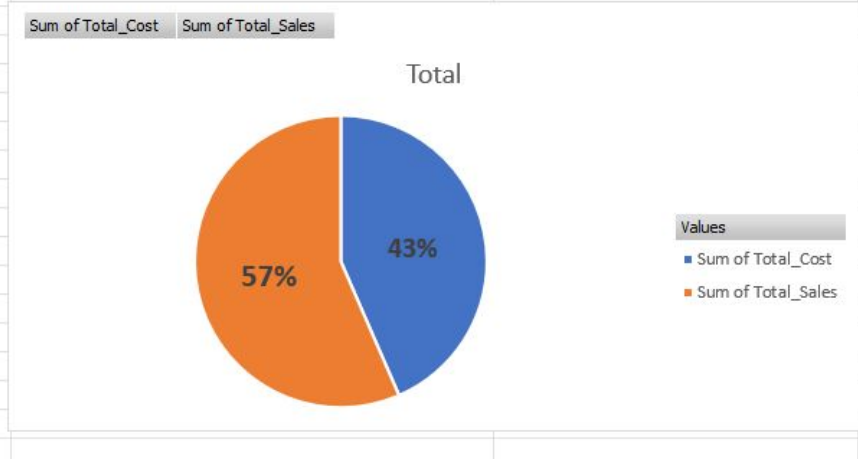
Pivot Table Visualisasi = Online-eCommerce-2 Descriptive Analysis Tabel State Code

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# Descriptive Analysis

Values		
Sum of Total_Cost	\$	76.381.810
Sum of Total_Sales	\$	99.296.353
Total	\$	175.678.163

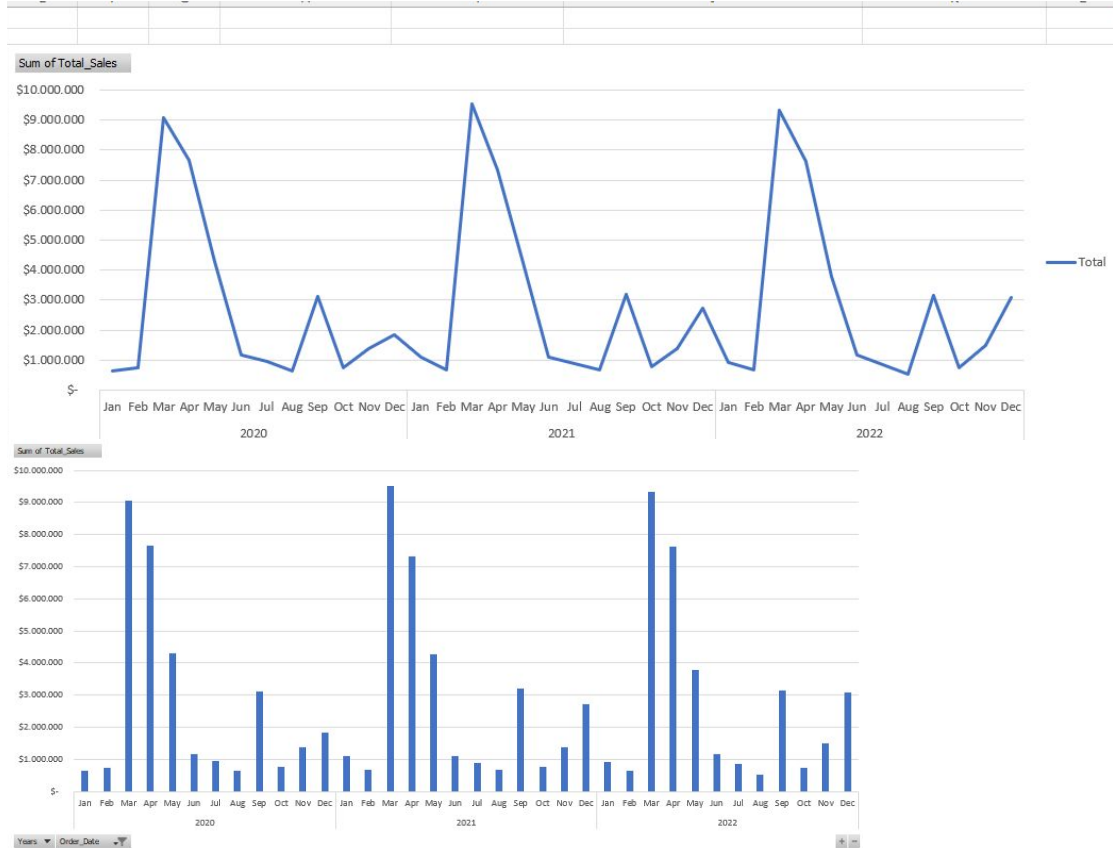


Province Name	Average top 10 sales
Andaman and Nicobar Island	\$ 20.618
Chandigarh (UT)	\$ 20.618
Delhi (National Capital Territ	\$ 20.329
Jammu and Kashmir	\$ 21.125
Lakshadweep (UT)	\$ 20.463
Madhya Pradesh	\$ 21.929
Meghalaya	\$ 20.474
Mizoram	\$ 21.545
Uttar Pradesh	\$ 20.228
West Bengal	\$ 20.482

Category	Sum Total Of Value
Cabinet	\$ 2.947.594
CPU	\$ 18.760.300
Graphic Card	\$ 13.113.100
HDD	\$ 12.886.250
Monitor	\$ 23.297.105
MotherBoard	\$ 3.163.329
Mouse	\$ 3.830.203
Printer	\$ 2.873.052
RAM	\$ 3.154.697
SSD	\$ 10.191.350

Brand	Sum Total Of Value
Intel	\$ 18.760.300
Samsung	\$ 16.164.655
Dell	\$ 14.235.195
Nvidia	\$ 13.113.100
Western Digi	\$ 8.050.250

# Time Series Analysis

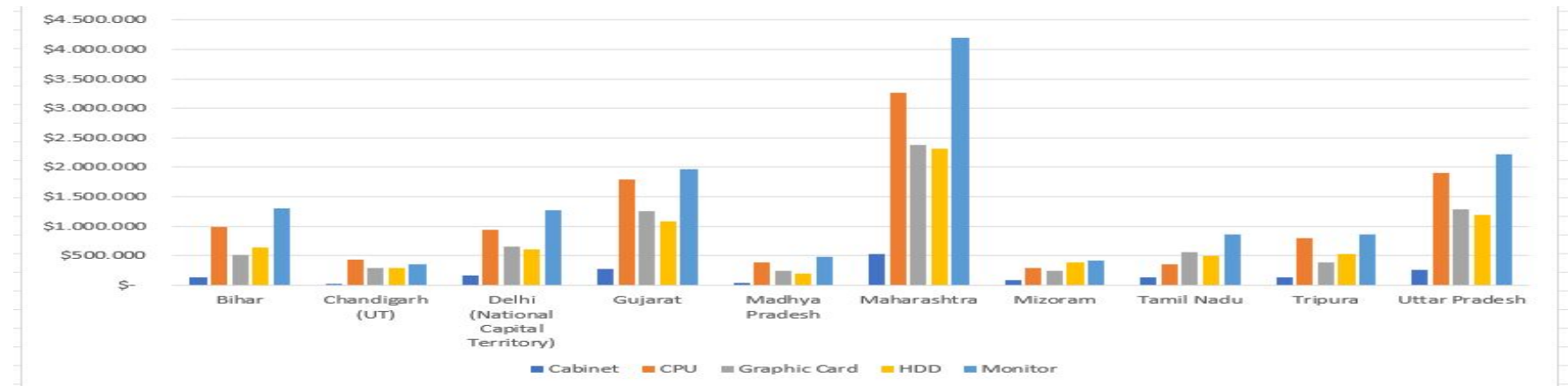


Peak Total Sales Period

Name	Total Sales
Mar-21	\$ 9.519.562
Mar-22	\$ 9.320.805
Mar-20	\$ 9.063.041
Apr-20	\$ 7.655.609
Apr-22	\$ 7.621.848

# Total Category name

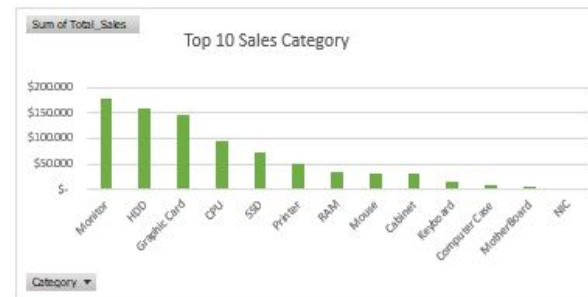
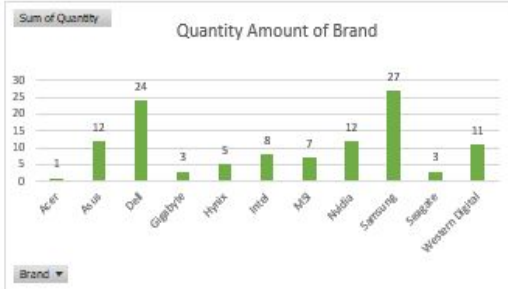
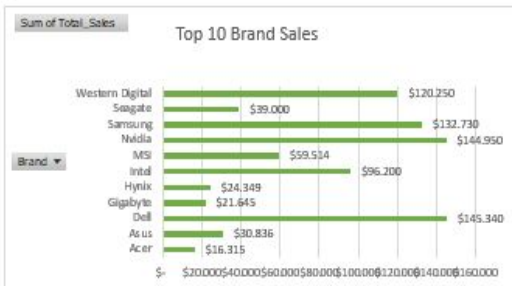
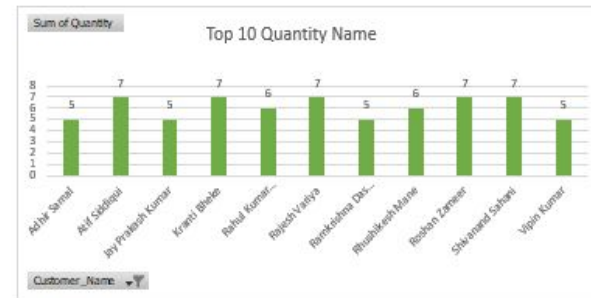
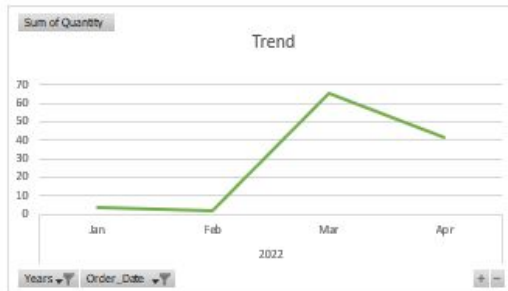
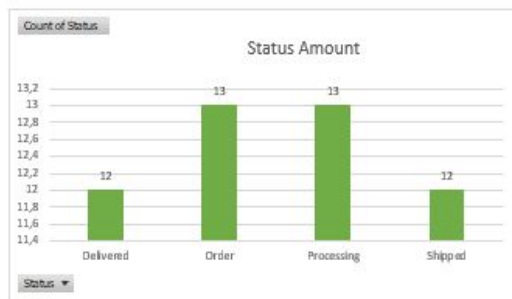
Province name	Cabinet	CPU	Graphic Card	HDD	Monitor
Bihar	\$ 133.757	\$ 986.050	\$ 507.650	\$ 637.650	\$ 1.300.650
Chandigarh (UT)	\$ 26.338	\$ 427.050	\$ 284.700	\$ 293.150	\$ 348.400
Delhi (National Capital Territory)	\$ 164.593	\$ 939.250	\$ 661.700	\$ 601.900	\$ 1.278.615
Gujarat	\$ 282.516	\$ 1.795.300	\$ 1.257.100	\$ 1.090.050	\$ 1.972.555
Madhya Pradesh	\$ 34.580	\$ 393.900	\$ 246.350	\$ 198.250	\$ 484.900
Maharashtra	\$ 530.166	\$ 3.260.400	\$ 2.380.300	\$ 2.315.950	\$ 4.202.315
Mizoram	\$ 79.573	\$ 293.150	\$ 243.100	\$ 379.600	\$ 413.075
Tamil Nadu	\$ 134.758	\$ 356.200	\$ 556.400	\$ 493.350	\$ 862.160
Tripura	\$ 133.042	\$ 795.600	\$ 391.950	\$ 521.950	\$ 867.880
Uttar Pradesh	\$ 253.461	\$ 1.906.450	\$ 1.287.000	\$ 1.189.500	\$ 2.213.445



# Visualization



Total Penjualan	
Rp	831.129



# Key Insight

## Descriptive Analysis

- **Andaman and Nicobar Islands (UT)** show the highest average sales value, Highlight strong customer purchasing power
- **Monitor** emerging as top-performing product category by **Total sales**
- **Rahul Kumar Prajapati** Become as the top sales by **Total Sales**

## Descriptive Analysis

- **March-2020, march-2021, march-2022** sign peak of the monthly sale

## Time Series

- **Maharashtra** Almost domination of all category
- **Gujarat** highest in part of CPU, Graphic Card, And Monitor

## Visualisation

- Q1 in 2022 significant raising Total Sales to February-March
- **Nvidia** Dominate \$144.950 of total sales, Making this primary brand type driving sales.