

# Sales Analysis

Using Excel and shortcut Pivot Table

# Raw Sales Data

AutoSave Off

Online-eCommerce-2

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D12 16/01/2020

B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
State_Code	Customer_Name	Order_Date	Status	Product	Category	Brand	Cost	l	Sales	Quantity	Total_Cost	Total_Sales	Assigned_Supervisor	Assigned_Supervisor_New	State_Name
2	AP	Adhir Samal	11 Jan 2020	Delivered	512 GB M.2	SSD	Samsung	Rs6,500.00	Rs8,450.00	1	Rs6,500.00	Rs8,450.00	Ajay Sharma	Ajay Sharma	Andhra Pradesh
3	AP	Dannana Jhammi	11 Jan 2020	Delivered	RYZEN 3rd gen. 3500	CPU	Intel	Rs8,500.00	Rs11,050.00	3	Rs25,500.00	Rs33,150.00	Roshan Kumar	Roshan Kumar	Assam
4	AS	Vipin Kumar	11 Jan 2020	Delivered	2GB Graphic Card	Graphic Card	Nvidia	Rs7,000.00	Rs9,100.00	2	Rs14,000.00	Rs18,200.00	Aarvi Gupta	Aarvi Gupta	Bihar
5	BR	Ranjeet Kumar	11 Jan 2020	Delivered	16 GB DDR4 RAM	RAM	Hynix	Rs6,550.00	Rs8,515.00	3	Rs19,650.00	Rs25,545.00	Vijay Singh	Vijay Singh	Chhattisgarh
6	CG	Sajal Singhal	11 Jan 2020	Order	Standard ATX motherboard	MotherBoard	Gigabyte	Rs7,650.00	Rs9,945.00	4	Rs30,600.00	Rs39,790.00	Aadil Khan	Aadil Khan	Jharkhand
7	CG	Akhilesh Kumar	11 Jan 2020	Order	Compact with 1 Fan	Cabinet	Asus	Rs1,150.00	Rs1,495.00	2	Rs2,300.00	Rs2,990.00	Adrika Joshi	Adrika Joshi	Karnataka
8	CG	Suvankar Chakraborty	11 Jan 2020	Order	USB Backlight Keyboard	Keyboard	Dell	Rs850.00	Rs1,105.00	3	Rs2,550.00	Rs3,315.00	Ajay Sharma	Ajay Sharma	Odisha
9	CG	Rahul Kumar Prajapati	13 Jan 2020	Order	15" LCD Dispaly	Monitor	Dell	Rs7,500.00	Rs9,750.00	1	Rs7,500.00	Rs9,750.00	Roshan Kumar	Roshan Kumar	Uttarakhand
10	JK	Sagar Jeur	14 Jan 2020	Order	2TB HDD	HDD	Seagate	Rs10,000.00	Rs13,000.00	3	Rs30,000.00	Rs39,000.00	Aarvi Gupta	Aarvi Gupta	Tamil Nadu
11	JH	Rushikesh Mane	15 Jan 2020	Order	1TB SSD	SSD	Samsung	Rs10,500.00	Rs13,650.00	1	Rs10,500.00	Rs13,650.00	Aadil Khan	Aadil Khan	Uttar Pradesh
12	KA	Ashish Kumar	16 Jan 2020	Order	Intel i5 12th gen.	CPU	Intel	Rs8,500.00	Rs11,050.00	4	Rs34,000.00	Rs44,200.00	Adrika Joshi	Adrika Joshi	Uttarakhand
13	KL	Javed Akhter	17 Jan 2020	Order	2GB Graphic Card	Graphic Card	Nvidia	Rs7,000.00	Rs9,100.00	2	Rs14,000.00	Rs18,200.00	Ajay Sharma	Ajay Sharma	Uttar Pradesh
14	KL	Haridas Balraj	18 Jan 2020	Processing	4 GB DDR4 Ram	RAM	Hynix	Rs1,680.00	Rs2,184.00	1	Rs1,680.00	Rs2,184.00	Ajay Sharma	Ajay Sharma	Uttar Pradesh
15	KL	Kundan Kumar	19 Jan 2020	Processing	Micro ATX motherboard	MotherBoard	MSI	Rs6,540.00	Rs8,502.00	2	Rs13,080.00	Rs17,004.00	Roshan Kumar	Roshan Kumar	Uttar Pradesh
16	MN	Atif Siddiqui	20 Jan 2020	Processing	Gaming Box Cabinet	Cabinet	Asus	Rs2,680.00	Rs3,484.00	1	Rs2,680.00	Rs3,484.00	Aarvi Gupta	Aarvi Gupta	Uttar Pradesh
17	ML	Aditya Agarwal	21 Jan 2020	Processing	17" LCD Display	Monitor	Samsung	Rs8,250.00	Rs10,725.00	2	Rs16,500.00	Rs21,450.00	Vijay Singh	Vijay Singh	Uttar Pradesh
18	MZ	Firdoush Jeer	22 Jan 2020	Processing	8 GB DDR4 RAM	RAM	Samsung	Rs2,650.00	Rs3,445.00	4	Rs10,600.00	Rs13,780.00	Aadil Khan	Aadil Khan	Uttar Pradesh
19	NL	Jay Prakash Kumar	22 Jan 2020	Processing	26" LCD Display	Monitor	Acer	Rs12,550.00	Rs16,315.00	2	Rs25,100.00	Rs32,630.00	Adrika Joshi	Adrika Joshi	Uttar Pradesh
20	OR	Ashish Pandey	22 Jan 2020	Processing	17 - intel 12th Generation	CPU	Intel	Rs14,500.00	Rs18,850.00	2	Rs29,000.00	Rs37,700.00	Ajay Sharma	Ajay Sharma	Uttar Pradesh
21	PB	Ajay Sharma	22 Jan 2020	Processing	USB Keyboard	Keyboard	Dell	Rs800.00	Rs1,040.00	1	Rs800.00	Rs1,040.00	Roshan Kumar	Roshan Kumar	Uttar Pradesh
22	RJ	Moipuddin Saifi	22 Jan 2020	Processing	Wireless Mouse	Mouse	Samsung	Rs600.00	Rs780.00	3	Rs1,800.00	Rs2,340.00	Aarvi Gupta	Aarvi Gupta	Uttar Pradesh
23	SK	Ramkrishna Das Adhikary	22 Jan 2020	Processing	21" LCD Display	Monitor	Dell	Rs10,500.00	Rs13,650.00	4	Rs42,000.00	Rs54,600.00	Vijay Singh	Vijay Singh	Uttar Pradesh
24	TN	Ranjeet Mandal	23 Jan 2020	Processing	2TB HDD	HDD	Western Digital	Rs6,500.00	Rs8,450.00	1	Rs6,500.00	Rs8,450.00	Aadil Khan	Aadil Khan	Uttar Pradesh
25	TR	Ashwini Adsure	24 Jan 2020	Processing	257 GB SSD	SSD	Samsung	Rs4,500.00	Rs5,850.00	4	Rs18,000.00	Rs23,400.00	Ajay Sharma	Ajay Sharma	Uttar Pradesh
26	UK	Rajesh Varanya	25 Jan 2020	Processing	Intel i3 11th gen.	CPU	Intel	Rs8,500.00	Rs11,050.00	2	Rs17,000.00	Rs22,100.00	Roshan Kumar	Roshan Kumar	Uttar Pradesh
27	UP	Amit Singh	26 Jan 2020	Processing	4GB Graphic card	Graphic Card	Nvidia	Rs12,500.00	Rs16,250.00	2	Rs25,000.00	Rs32,500.00	Aarvi Gupta	Aarvi Gupta	Uttar Pradesh

Pivot Tabel Visualisasi = Online-eCommerce-2 Descriptive Analisis Tabel State Code

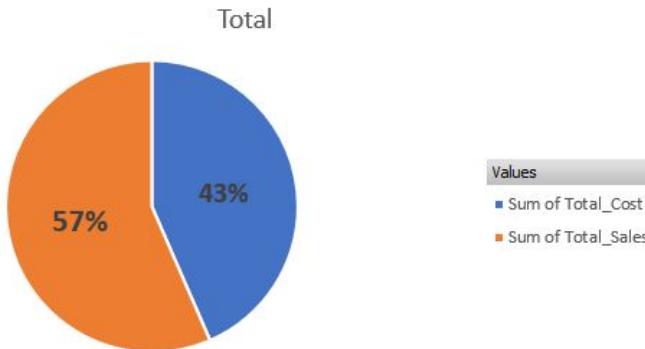
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# Descriptive Analysis

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

Sum of Total\_Cost Sum of Total\_Sales

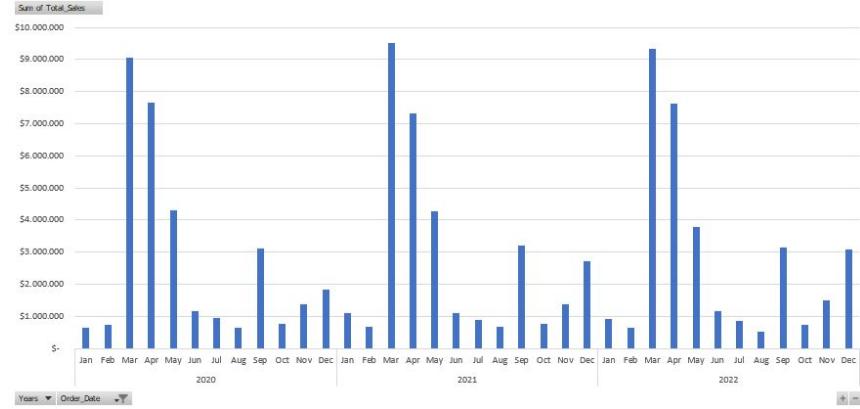
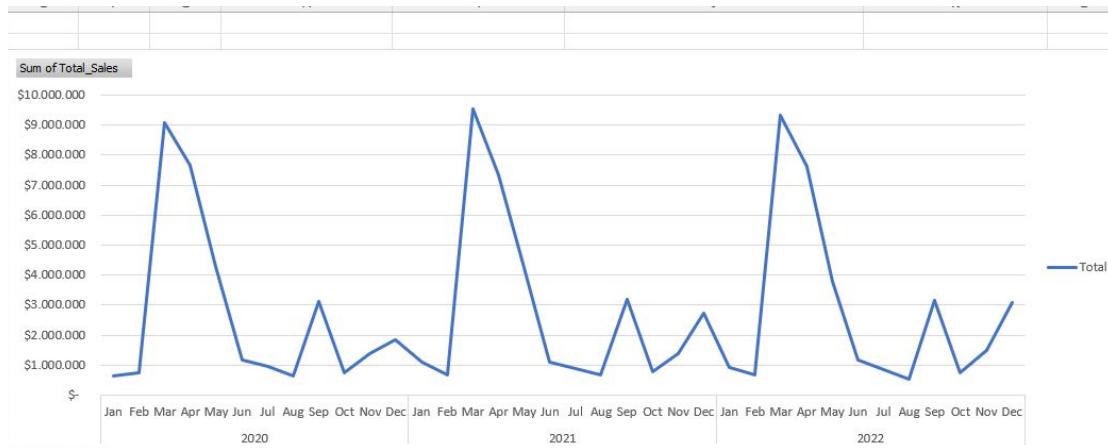


Province Name	Average top 10 sales
Andaman and Nicobar Island	\$ 20.618
Chandigarh (UT)	\$ 20.618
Delhi (National Capital Territ	\$ 20.329
Jammu and Kashmir	\$ 21.125
Lakshadweep (UT)	\$ 20.463
Madhya Pradesh	\$ 21.929
Meghalaya	\$ 20.474
Mizoram	\$ 21.545
Uttar Pradesh	\$ 20.228
West Bengal	\$ 20.482

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

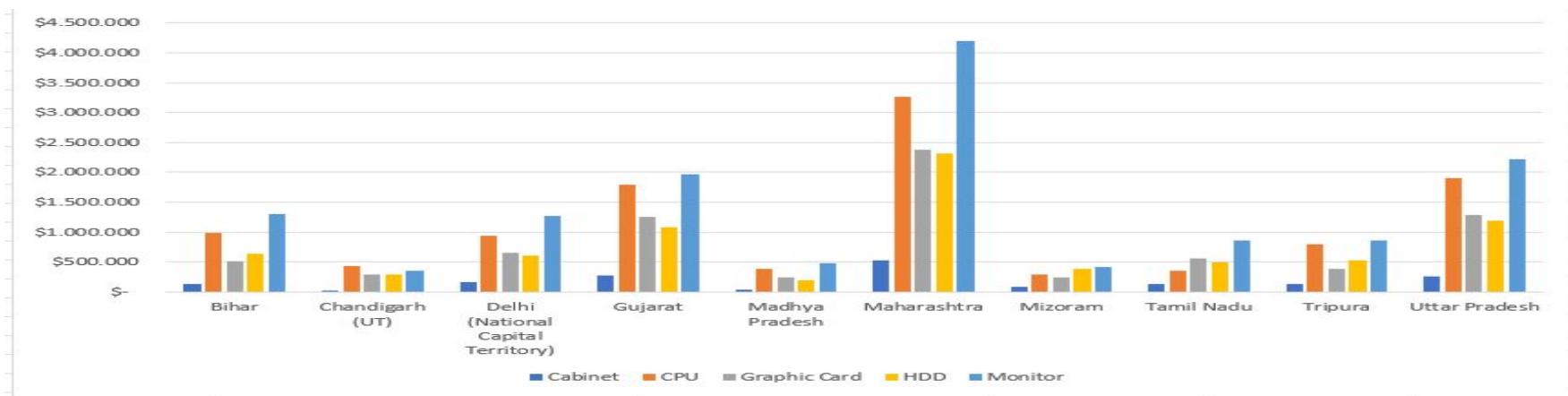


## Peak Total Sales Period

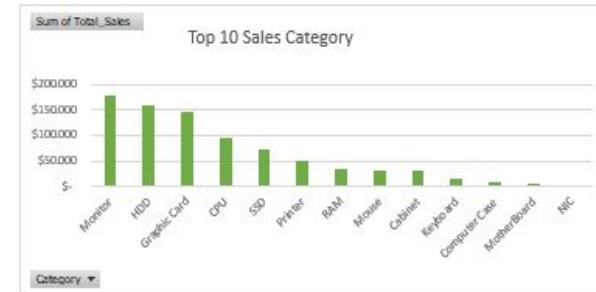
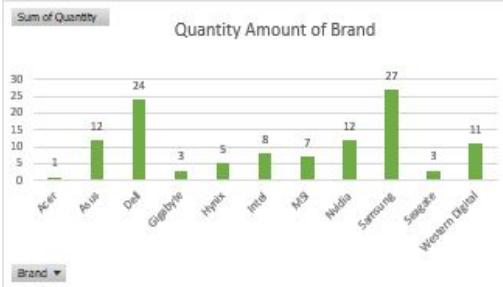
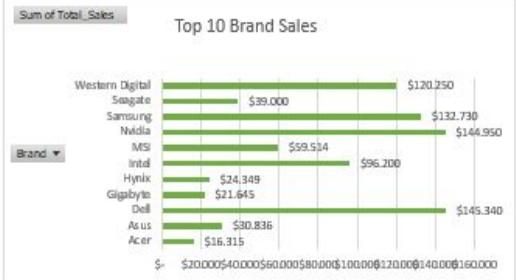
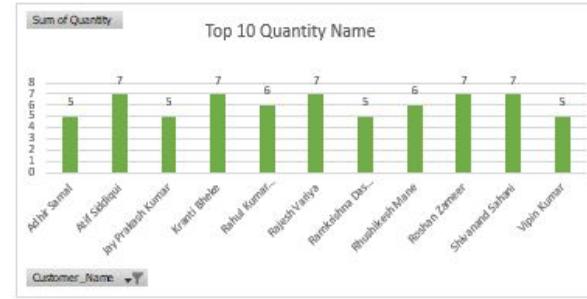
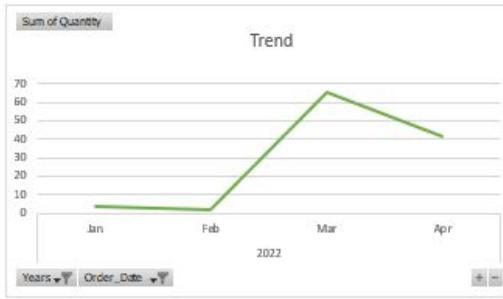
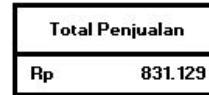
Name	Total Sales
Mar-21	\$ 9,519,562
Mar-22	\$ 9,320,805
Mar-20	\$ 9,063,041
Apr-20	\$ 7,655,609
Apr-22	\$ 7,621,848

# 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



# 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.