

# E D A Report

1. No notable difference in customer distribution across genders
2. Out of total 11.9K customers, United states has highest No. of Customers 5.7K with orders of 14.2K
3. Customers of Age between 30 to 75 are evenly spread across continents & Countries
4. WWI Desktop PC2.33 X2330 Black tops followed by Adventure Works Desktop PC2.33 XD233 Silver purchased more in North America tops both in revenue & Quantity sold
5. Adventure products especially LCD TV tops in Revenue in Europe & Australia
6. 2019 Quarter 4 was boon sales touching 2.6K Customers followed by 2020 Q1 viz. 2.2K
7. Online sales accounts to nearly 50% both by revenue & quantity sold followed by store Id 55 in U.S in terms of revenue & by Store Id 9 in terms of Quantity
8. Online sales accounts for 2186 products and purchased by 4547 customers
9. It is apparent due to highest customer base in U.S and higher online sales the leading transactions currency is USD. Even though it is followed by EUR gain is not at par due to conversion rate less than 1 per USD.
10. Gain contribution due to currency exchange are mainly by Canadian (58%) & Australian (41%) Dollars and the trend over years from 2016 to 2020 Australian Dollars is gaining steadily. Ie. In 2016 it was 36% and in 2020 it is 45.17%.