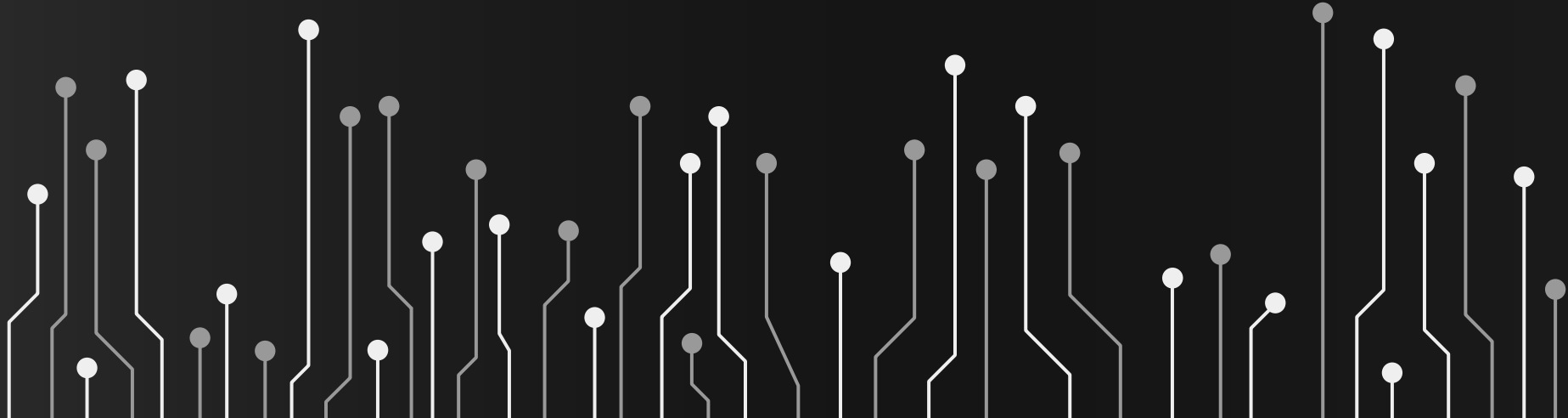


# Global Electronics Sales Analysis

Power Bi



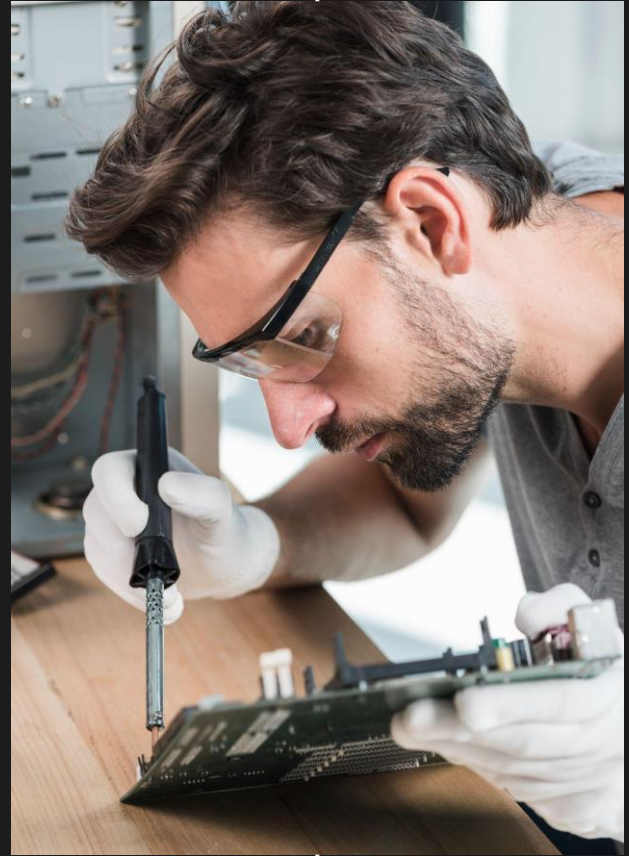
# Objective

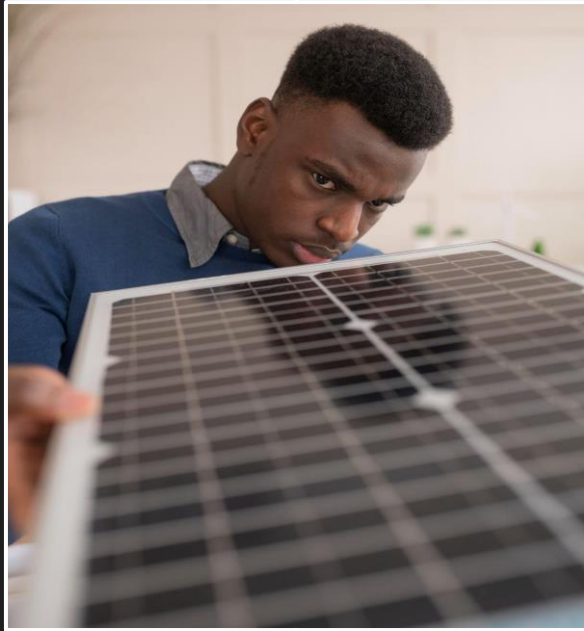
“To drive business success by leveraging data analysis techniques, with a particular emphasis on time series analysis, to deliver valuable insights and precise sales forecasts.”

# Analysis

WHAT ARE THE ANNUAL SALES FOR  
GLOBAL ELECTRONICS OVER THE PAST  
FIVE YEARS?

After analyzing the sales data from  
2016 to 2021, it was found that the  
total sales across all global stores  
amounted to \$55.76 million.





HOW DO SALES VARY BY REGION (E.G., NORTH AMERICA, EUROPE, ASIA) FOR ELECTRONIC PRODUCTS?

The stores are spread across three continents: North America, Australia, and Europe. North America leads in electronics sales with \$30.2 million. Europe follows with \$16.1 million, and Australia contributes \$2.4 million in sales.



## WHAT ARE THE TOP-PERFORMING ELECTRONIC BRANDS GLOBALLY?

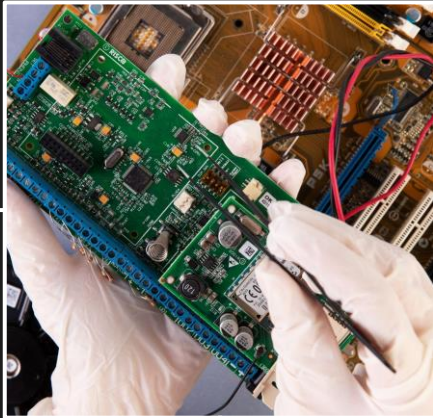
When discussing the top three brands, Adventure Works takes the lead in electronics sales, securing the first position with \$11.8 million. Close behind, Contoso ranks second with \$10.8 million in sales. Finally, Wide World Importers rounds out the top three with \$9.2 million in sales. Not bad at all!

## HOW DO ONLINE SALES COMPARE TO IN-STORE SALES FOR ELECTRONIC PRODUCTS?

From the analysis, it's clear that customers really prefer buying electronics in-store rather than online. In-store sales have hit a whopping \$44.35 million, while online sales have only reached \$11.40 million over the past five years.



## HOW DO CONSUMER DEMOGRAPHICS INFLUENCE ELECTRONICS PURCHASING BEHAVIOR?



Upon analyzing the data, we were surprised to find that customers born in 1936 showed the highest interest in electronics, generating sales of \$61k. This was followed by those born in 1970, with sales reaching \$44k. Lastly, customers born in 1961 contributed \$43k in sales. This is a particularly interesting aspect of our analysis.

## WHAT IS THE SHARE OF DIFFERENT ELECTRONIC PRODUCT CATEGORIES BY SALES?



- We observe that many customers show a greater interest in computers compared to smartphones. Computers lead in sales, generating a substantial \$19.3 million.
- In this generation, customers place significant importance on home appliances, resulting in sales of \$10.8 million. This is quite impressive compared to smartphone sales.
- Cameras continue to outperform smartphones, achieving sales of \$6.5 million.
- Smartphones, a favorite among all age groups in this generation, have achieved sales of \$6.2 million, which is quite comparable to camera sales.



## HOW CAN PREDICTIVE ANALYTICS BE USED TO FORECAST FUTURE SALES OF ELECTRONIC PRODUCTS?

Power BI offers a powerful feature called Forecasting, which leverages historical sales data and statistical algorithms to predict future sales trends. By analyzing past sales patterns and external factors, businesses can forecast customer behavior and demand for electronic products. This predictive analytics approach provides a data-driven method for making informed decisions, ultimately enhancing sales performance and efficiency.



An abstract graphic at the top of the image consists of numerous thin, white, vertical lines of varying lengths. These lines are connected by small, right-angled turns, creating a circuit-like pattern. At the end of each line is a small, solid circle, also in white. The circles are scattered across the top half of the image, creating a sense of depth and connectivity.

**THANK YOU**