Retail Electronics Store

Data Analysis

Report

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| 22/06/2025Excel for Data Analysis |
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* INTRODUCTION

This project presents a basic data analysis of a Retail Electronic store to understand its sales trends, customer behavior, and delivery patterns. The goal is to find useful insights by analyzing key columns such as order\_id,Customer\_id, order total, Nearset\_warehouse,delivery charges, season,and customer reviews. Using Excel tools like pivot tables, charts, and formulas, we aim to identify important patterns that can support better business decisions.

### INFORMATION ABOUT DATA SET

* **Order\_id:** A Unique id for each order
* **Customer\_id :** A Unique id for each Customer
* **Date:** The date the order was made, given in MM-DD –YYYY format
* **Nearest\_warehouse:** A string denoting the name of the nearest warehouse to the customer
* **Shopping\_cart**: A list of tuples representing the order items
* **Order\_price:** A denoting the order price in USD. The order price is the price of items before any discounts and/or delivery charges
* **Delivery\_charges:** it representing the delivery charges of the order.
* **Coupon\_discount:** An integer denoting the percentage discount to be applied to the order\_price.
* **Order\_total:** A denoting the total of the order in USD after all discounts and/or delivery charges are applied.
* **Expedited\_delivery:** A boolean denoting whether the customer has requested an expedited
* **Distance\_to\_nearest\_warehouse:** A float representing the arc distance, in kilometres, between the customer and the nearest warehouse to him/her.
* **Latest\_customer\_review:** It representing the latest customer review on his/her most recent order
* **Is\_happy\_customer:** A boolean denoting whether the customer is a happy customer or had an issue with his/her last order.
* **DATA PREPRATION**
* We have 2 tables viz orders, Review. All connected using ….
* **DATA CLEANING**
* Converted all columns with there matching data type eg. Order \_id is converted to Number format…
* Removed duplicate orders and corrected any unusual price values
* Checked for blank cells in important columns Like order\_price, total\_price, Nearest \_warehouse,season.
* **QUICK INSIGHTS**

(Using Conditional Formatting, Filter, custom filters, sorts.)

* The Thompson warehouse had the highest individual contribution (32.65% of total sales), performing strongly across all seasons.
* The Bakers warehouse performed best in Summer (35.50%) but showed very low activity in other seasons.
* Nickolson warehouse contributed the least overall (19.07%), with moderate performance during Summer (10.43%).
* Spring was the second-highest performing season overall (21.66%), while Winter showed the least activity (8.11%).
* **DETAILED INSIGHTS**

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| **Sum of order\_total** | **Column Labels** |  |  |  |  |
| **Row Labels** | **Autumn** | **Spring** | **Summer** | **Winter** | **Grand Total** |
| Bakers | 1.83% | 8.66% | 35.50% | 2.29% | 48.28% |
| Nickolson | 2.89% | 3.30% | 10.43% | 2.45% | 19.07% |
| Thompson | 8.16% | 9.71% | 11.41% | 3.37% | 32.65% |
| **Grand Total** | **12.88%** | **21.66%** | **57.35%** | **8.11%** | **100.00%** |

From here we can say that Summer season contributed the highest share of sales,showing a strong customer buying trend during this period.

* **ACTION STEPS**
* Thompson is a key performer. Invest in logistics and manpower at Thompson to maintain service quality and handle high order volumes.
* Since Winter has the lowest sales share (8.11%), run seasonal discounts or bundle offers to attract buyers and increase traffic during this slow period.
* Bakers performs strongly in Summer but very weakly in Spring and Autumn — investigate delivery issues, product availability, or customer behavior in those periods