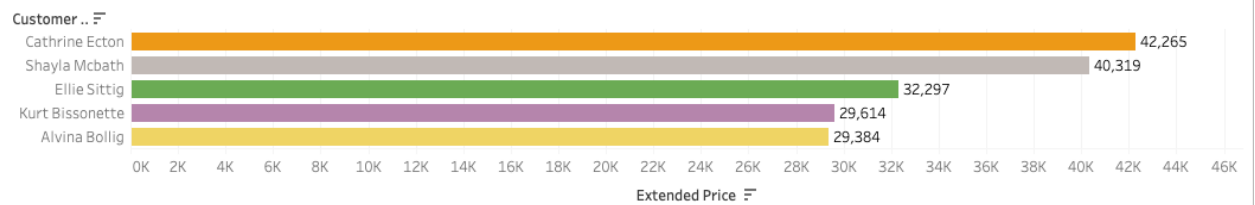


Questions:

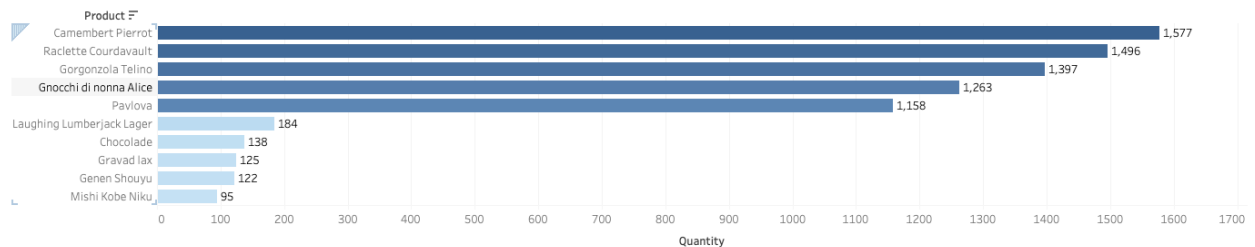
1. Who are the five best customers based on total sales (i.e., Extended Price)?

Top 5 customers total sales



2. What are the five top and worst selling products based on quantity sold? How different are the top selling and worse selling products?

Top 5 and Bottom 5 Selling Products



- Highest Seller (Convention Parent): ~1,577 units
- Lowest Seller (Mint Chocolate Chip): ~95 units

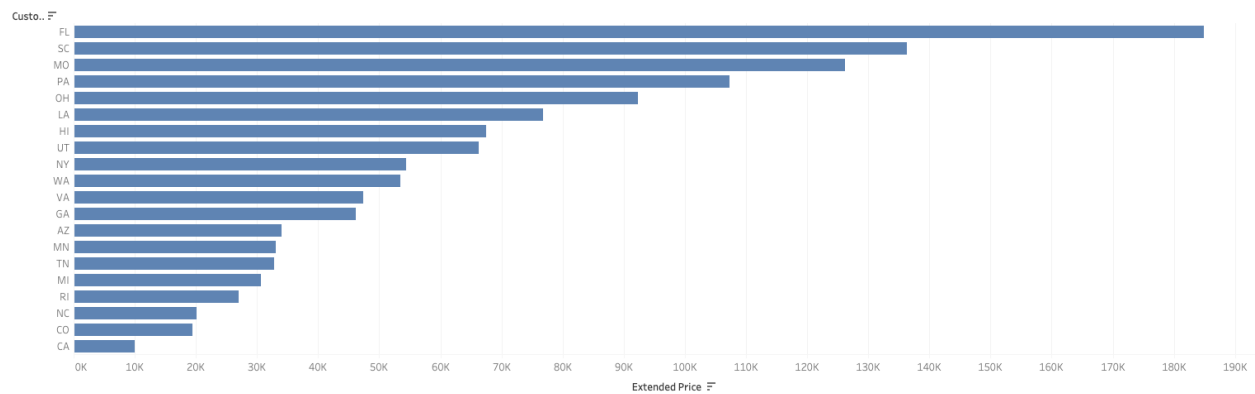
Difference = $1,577 - 95 = 1,482$ units

That's a ~15x difference between the best and worst-selling products — a large gap, which may indicate:

- Higher demand for certain categories (like event or general goods)
- Poor visibility, relevance, or marketing for the lowest sellers

- Please show sales by state and label the best-selling states. Any comments you can make based on your graph?

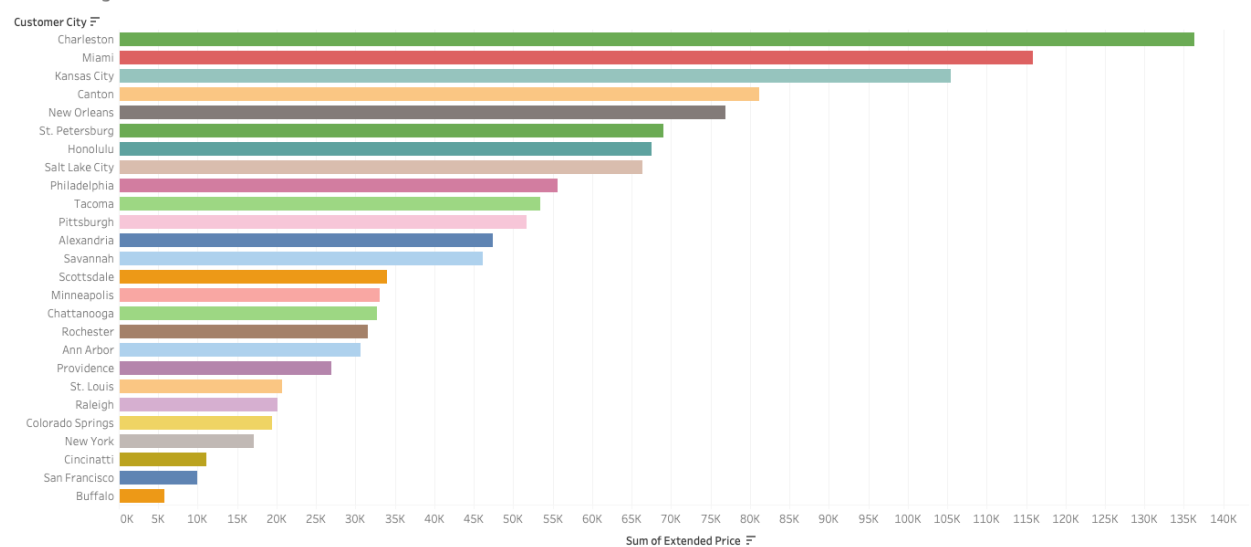
Best Selling States



FL, SC, and MO are the Top 3 best selling states while NC, CO, and CA are bottom performers and states have the least total sales

- Please show sales by city and label the best-selling cities. Any comments you can make based on your graph?

Best-selling cities



The top 3 best-selling cities are

Charleston= 133, 338

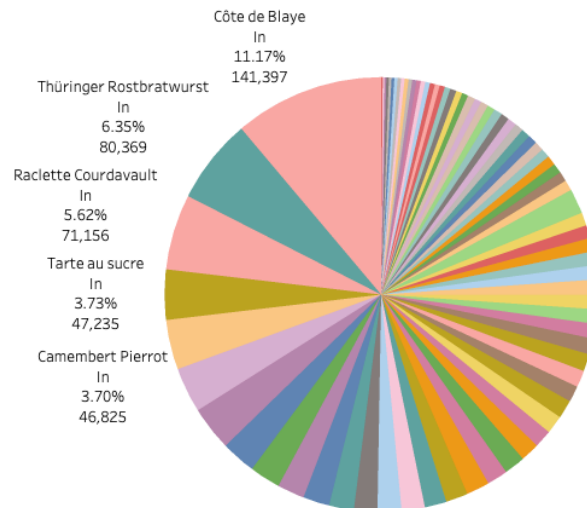
Miami= 115,810

Kansas City= 105,429

- Show product sales in a pie chart and show the % sales of total for each product. Please make sure the top 5 products are labeled. What's the % of sales represented by the top 5 sell

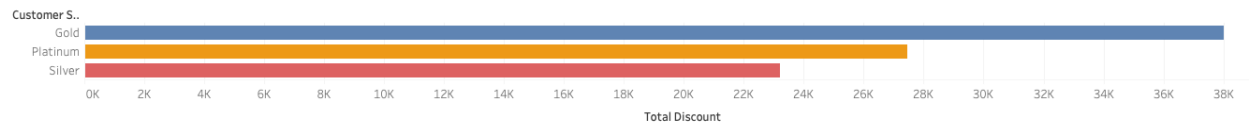
Top 5 products represent 30.57% of all sales

Top 5 Product Sales



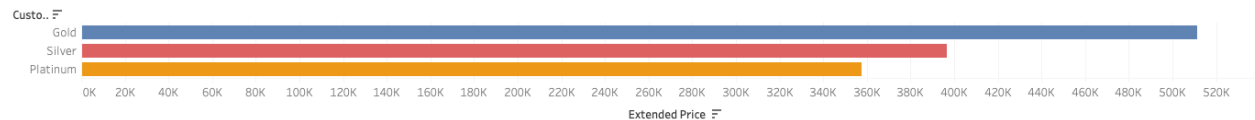
6. Do people with higher status receive higher discount? Note: Platinum is higher than Gold, which is higher than Silver.

Customer Status vs Discount

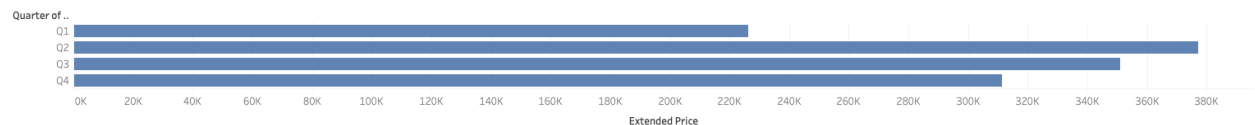


7. Do people with higher status purchase more? Note: Platinum is higher than Gold, which is higher than Silver.

Membership vs Total Purchase



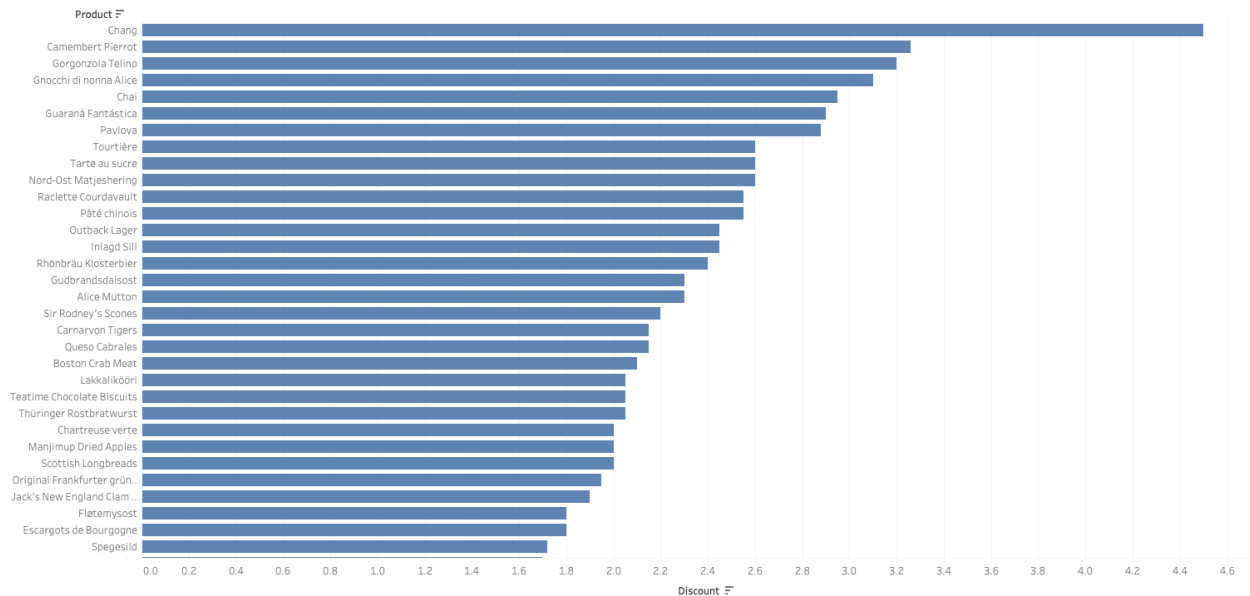
8. Are the sales seasonal (look at total sales in dollars)?



9. If so, what is the nature of the seasonality? Do people purchase more during high season or more people are purchasing during high season?

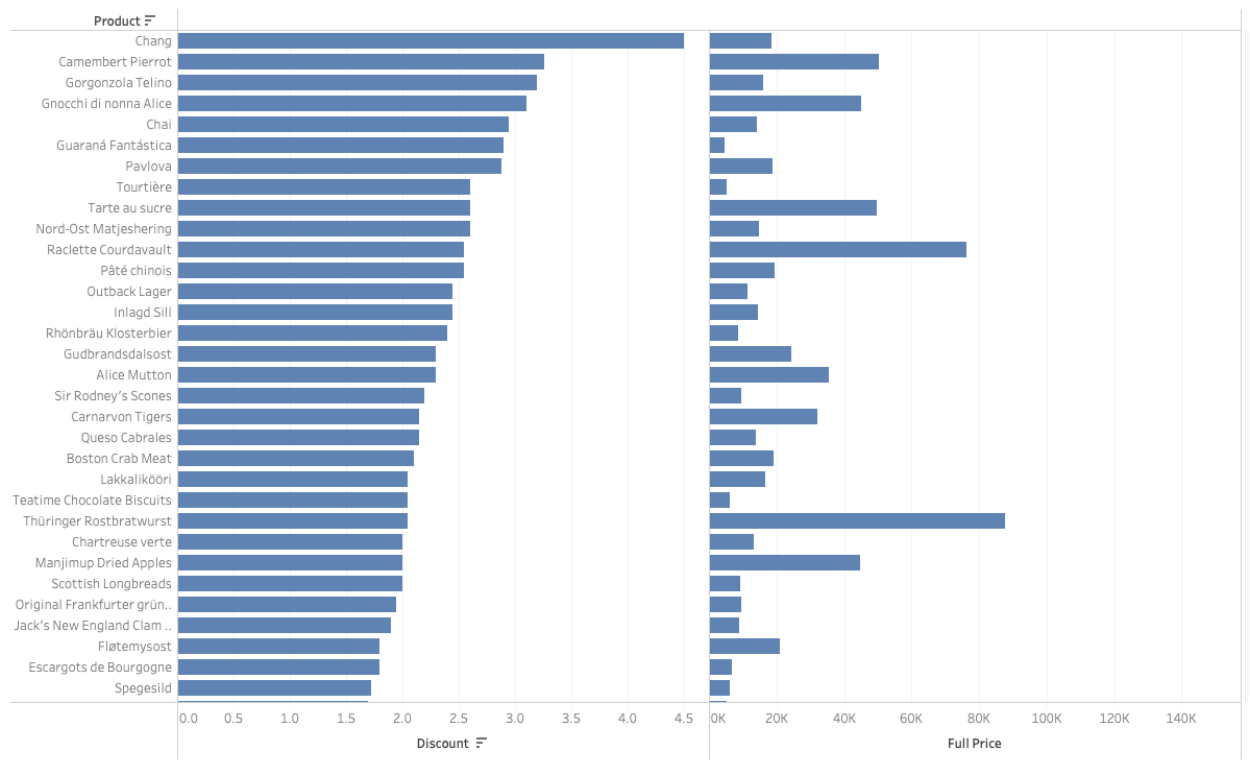
Customers purchase more during Quarter 2 (April, May, June)

10. What are the most heavily discounted products (by percentage discount)?



11. Based on the data we have, does our discount policy appear to help sales?

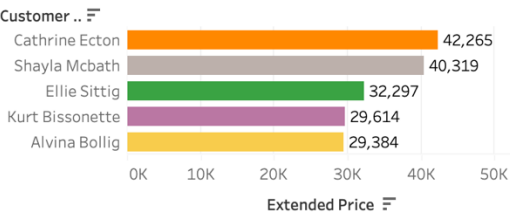
Sheet 10



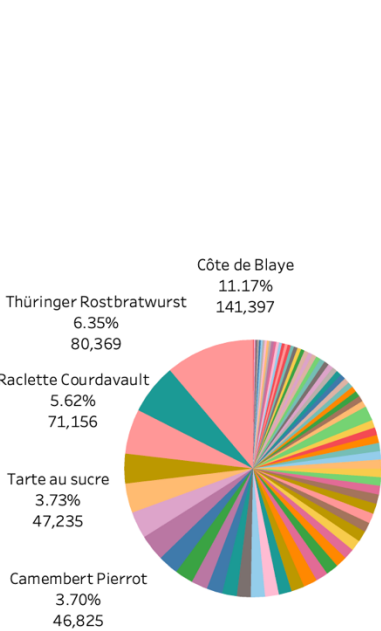
There is no correlation between the two. The amount of discount doesn't necessarily mean more sales

12. Create a dashboard containing your five best customers (in total sales) and five best selling products (in total sales) and sales by state in a map.

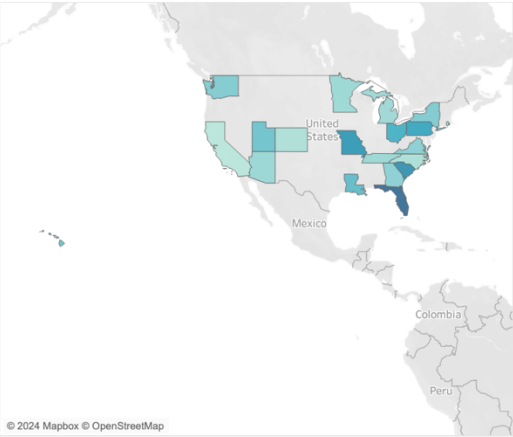
Top 5 Customers Total Sales



Top 5 Products Sales



Best Selling States



Customer Name

- Alvina Bollig
- Cathrine Ecton
- Ellie Sittig
- Kurt Bissonette
- Shayla Mcbath

Product

- Chocolade
- Geitost
- Genen Shouyu
- Laughing Lumberj..
- Longlife Tofu
- Gravad lax
- Aniseed Syrup
- Filo Mix
- Louisiana Hot Spi..
- NuNuCa Nuß-Nou..
- Valkoinen suklaa
- Zaanse koeken
- Röd Kaviar
- Røgede sild
- Guaraná Fantásti..
- Tourtière
- Tunnbröd
- Konbu
- Chef Anton's Gum..
- Escargots de Bour..
- Teatime Chocolat..
- Spegesild
- Mishi Kobe Niku
- Sasquatch Ale
- Grandma's Boyse..
- Gustaf's Knäcke..
- Tofu
- Ravioli Angelo
- ...

Extended Price

