**Global Electronics Market: Sales and Consumer Behaviour Analysis**

1. **Introduction**

This report analyses the global electronics market, focusing on sales performance, customer behaviour, and product trends. The goal is to identify key drivers, trends, and opportunities for growth, providing actionable insights for improving business performance. The analysis covers sales, customer segments, product categories, and store operations.

1. **Data Overview**

The dataset includes the following:

* **Sales Data:** Global electronics sales, including transactions, revenue, and regional sales distribution.
* **Customer Data:** Demographics and purchasing behaviour.
* **Product Data:** Categories, pricing, popularity, and performance.
* **Store Data:** Regional sales distribution and market share (North America, Europe, Asia-Pacific, etc.).

The analysis spans 2016 to 2021, highlighting recent trends and consumer preferences.

1. **Methodology**

Following methodology was used:

* **Data Cleaning:** Addressed missing data for accuracy.
* **Tools:** SQL for data management; Power BI for visualizing trends and segmentation.
* **Key Metrics:** Total sales, customer age group distribution, average order value, and regional market share.

1. **Exploratory Data Analysis (EDA)**

**4.1 Sales Analysis**

* **Top Regions:** The U.S. leads with 53% of total sales, followed by the U.K. (13%) and Germany (9%).
* **Yearly Growth:** Peak sales were in 2019; lowest sales in 2021.
* **Category Performance:** Consumer electronics (smartphones, laptops) dominate with 38% of total sales, followed by media products (14%).

**4.2 Customer Segmentation**

* **Age Group:** The 65+ segment is the largest, accounting for 35% of purchases, followed by the 56-65 group (25%).
* **Gender Distribution:** Males account for 51% of sales, females 49%.

**4.3 Product Performance**

* **Computers**: This category leads, contributing 34% of total sales.
* **Wearables**: Significant growth in wearables, with a 15% year-over-year increase.

(Analysis visualized using Power BI)

**5. Key Insights and Findings**

* **Regional Dominance**: The U.S. dominates due to increased consumer demand and a growing middle class.
* **Sales Trends**: 2019 saw the highest sales, while 2021 recorded the lowest.
* **Top Product**: The WWI Desktop (Black) ranks among the top 10 best-sellers in both volume and revenue.

**6. Recommendations**

* **Asia-Pacific Focus**: Target premium products with localized marketing in this growing region.
* **Wearables Expansion**: Invest in R&D to capitalize on the rapid growth of wearables.
* **Price Optimization**: In mature markets like North America and Europe, focus on mid-range products and promotional campaigns to capture price-sensitive consumers.

**7. Conclusion**

The global electronics market shows dynamic growth opportunities, particularly in wearables and emerging regions. By leveraging these insights, companies can optimize strategies, product offerings, and market positioning. Future research should explore customer satisfaction and the long-term impact of emerging technologies on market dynamics.