

A decorative border composed of various colored pebbles or stones in shades of grey, blue, orange, and teal, framing the central text area.

Product sales for electronic company

analyze sales performance
and how to improve sales in one month?



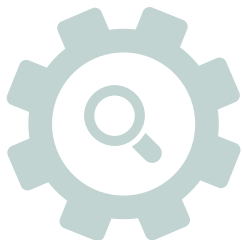
Company Background (Scenario)

Electronics company (EC) is Saudi Arabia-company based on sales different types of electronics such as Apple Air pods Headphones, Batteries, USB-C Charging Cable and laptops etc..

Methodology



Problem understanding



Data exploration



Data analysis



Conclusion



Describe Problem

Electronic company want to do analyze sales performance for improving sales for the future months.

To solve this problem, we need to answer three questions:

Q1. What product ordered the most?

Q2. At any day orders are increased?

Q3. What week have the highest earning in this month?



Data description

database that has been used is (Sales Product Data) and it's provided by Kaggle. this data provided in .CSV format.
it contains of 18383 rows and 6 columns:

- Order ID - An Order ID is the number system that uses to keep track of orders (unique number).
- Product - The product that have been sold.
- Quantity Ordered - Ordered Quantity is the total item quantity ordered in the initial order.
- Price Each - The price of each product .
- Order Date - This is the date the customer is requesting the order be shipped.
- Purchase Address – is shipping address.



Feature engineering

add four columns **date** depending on order date column, **total** depending on Quantity Ordered column and piece each column , **week** and **week number** using date library.

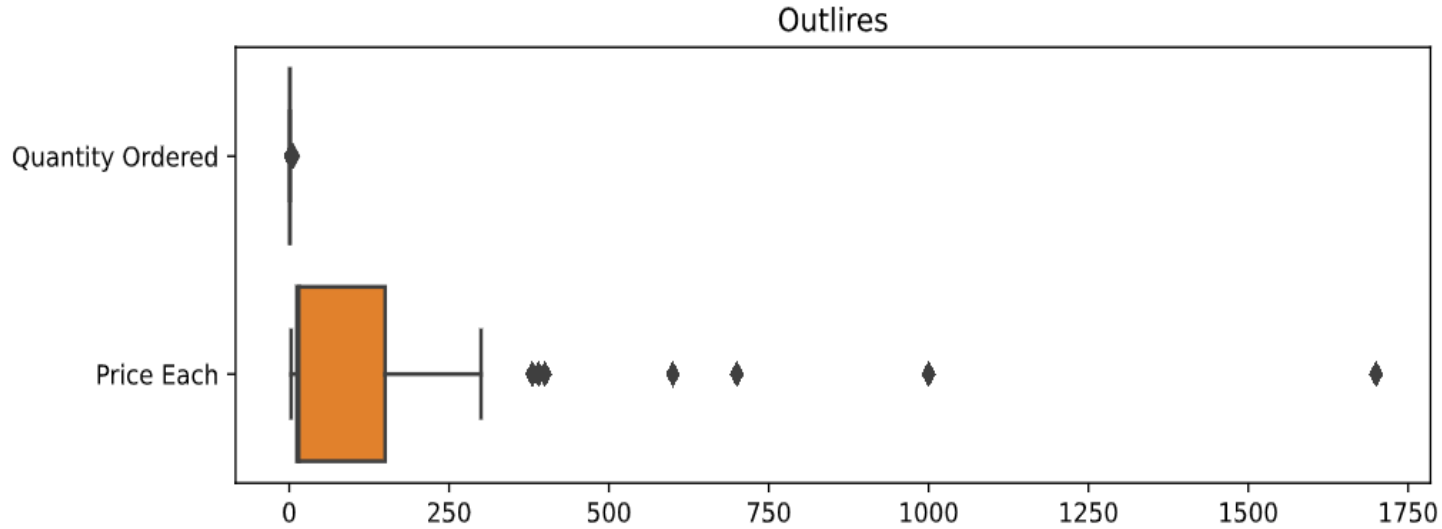


A decorative border at the top and bottom of the slide, featuring a pattern of small, irregularly shaped pebbles in various colors including light gray, teal, orange, and dark blue.

Data Analysis

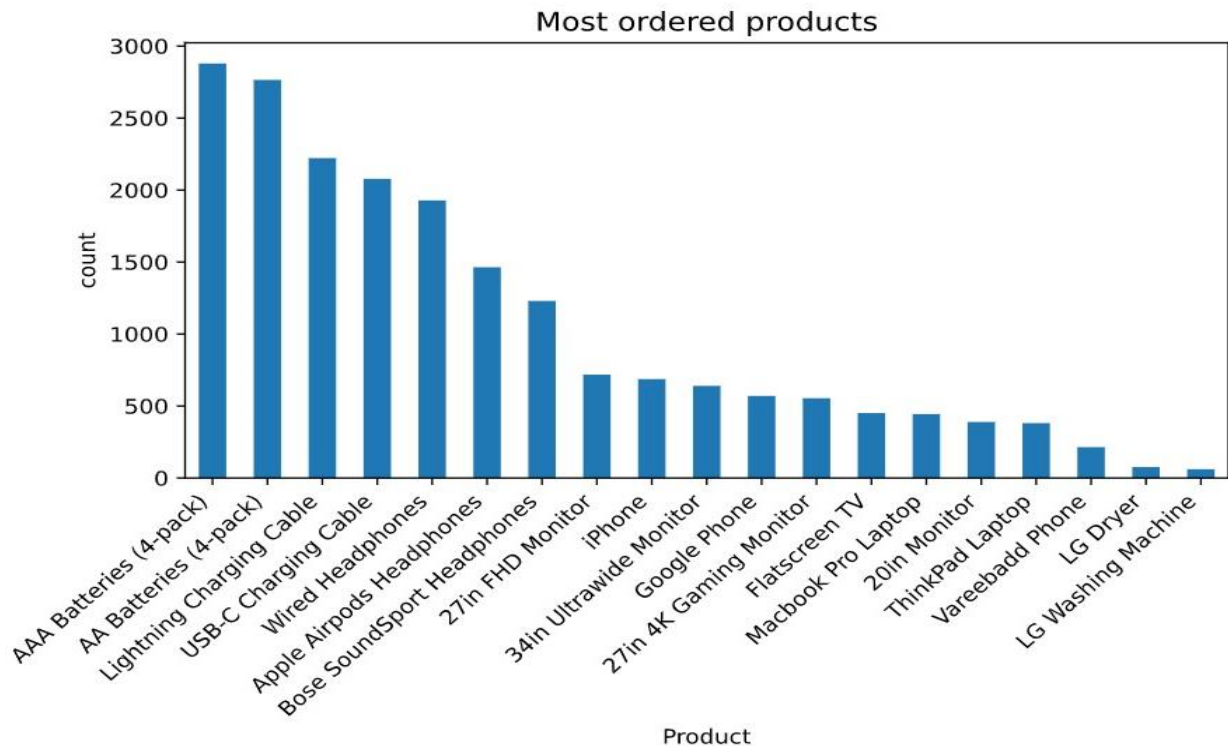


Outliers



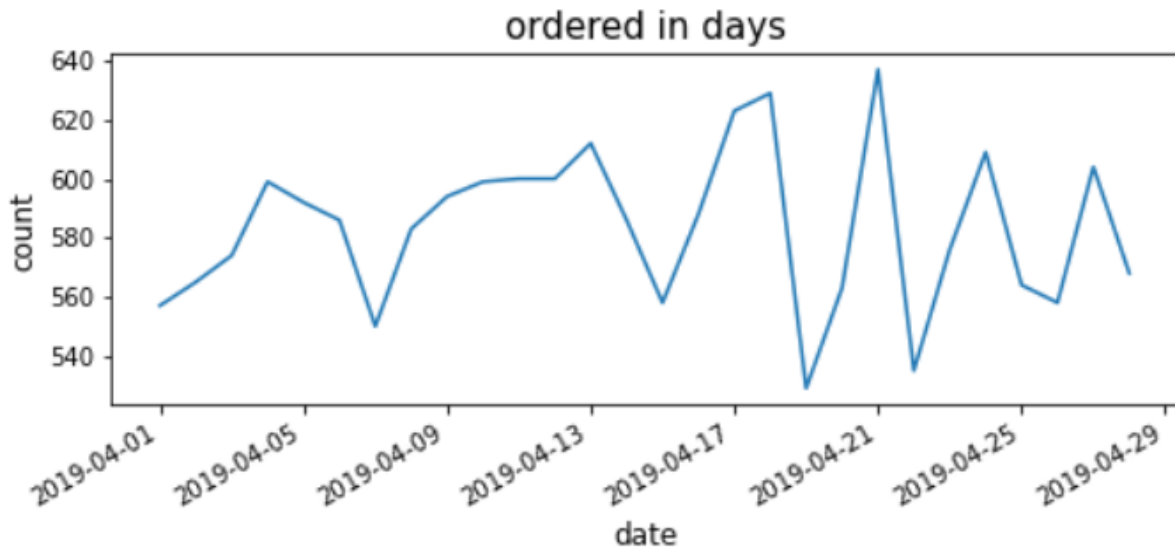
Based on dataset we have 1700 as price for MacBook Pro Laptop product .

What product ordered the most?



- AAA Batteries is the most ordered product.

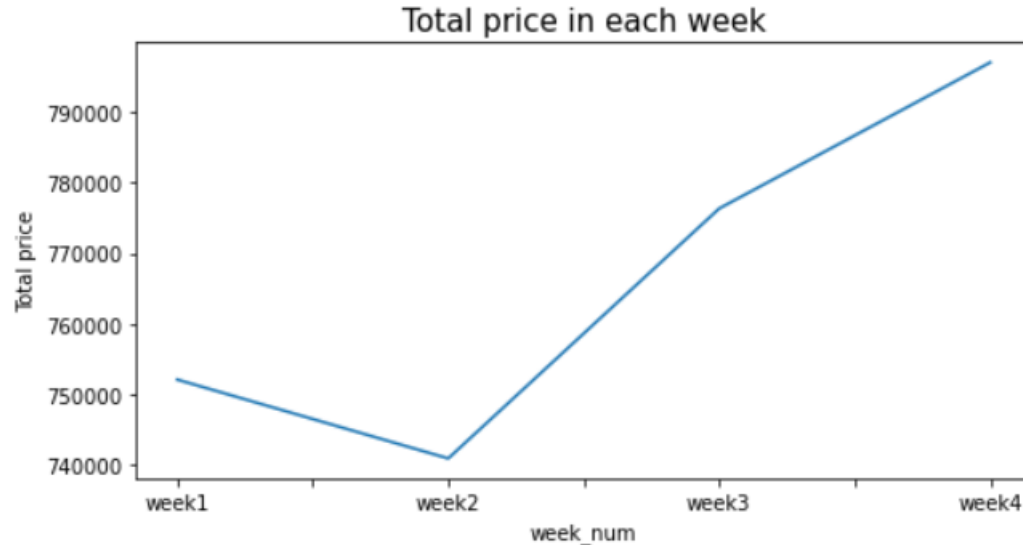
At any day orders are increased?



- We can see on 4/21/2019 the orders are higher than the rest of the days in that month.



what week have the highest earning in this month?



As we can see in the chart, the earnings start rising from the second week until it meets the highest price level in the fourth week with more than 790000.

Conclusion

Based on previous analysis, earnings does not depend on how many orders in the day, but It depends on orders total price . By knowing that we can improving performance by reduce the price of some products and we can improve sales by offering products based on the best-selling products.

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Thak you!