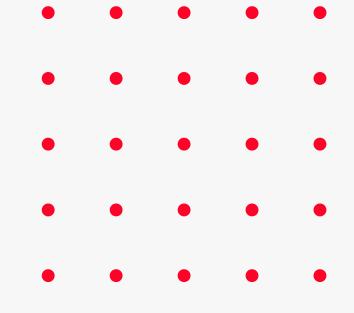


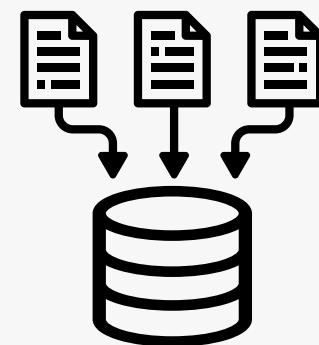
Illuminating Insights of Global Electronics



Comprehensive Data Analysis and Strategic Recommendations For Global Electronics

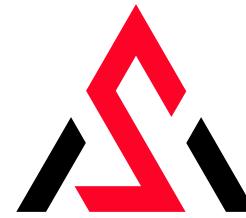
Prepared by: Mohamed Yunus .T

Company Name: Global Electronics



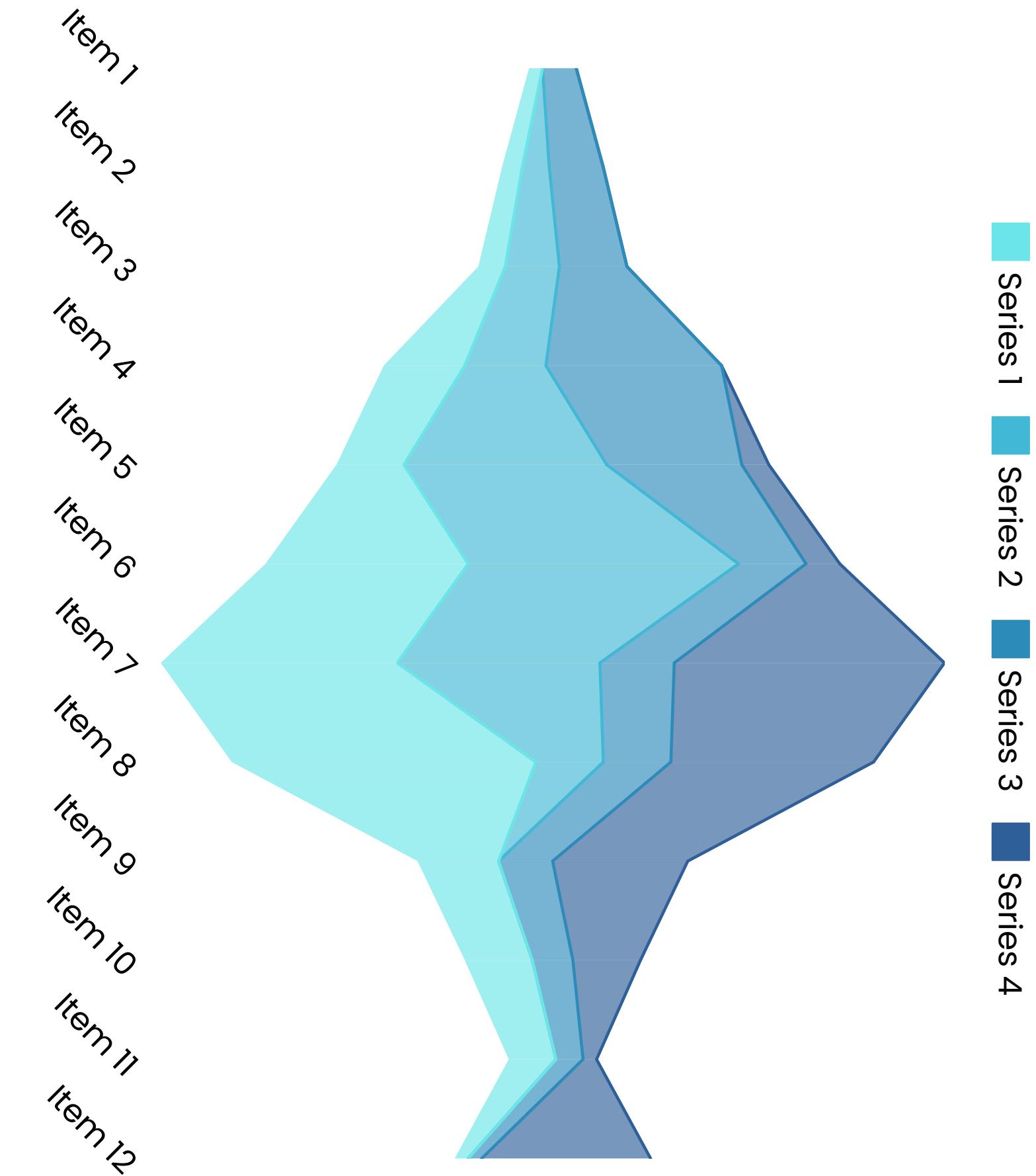
Skills Take Away: Data Cleaning & Processing, EDA, Python, Data Management Using SQL, Power BI

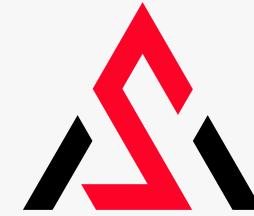




Contents

- ▶ Introduction
- ▶ Data Overview
- ▶ Analysis and Insights
- ▶ Actionable Recommendations
- ▶ Future Enhancement Strategies
- ▶ Areas for Improvement
- ▶ Conclusion
- ▶ References



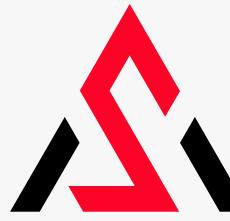


Introduction

Welcome to DataSpark: Illuminating Insights for Global Electronics.

In the rapidly evolving world of consumer electronics, data is the key to staying ahead. This project harnesses the power of advanced Exploratory Data Analysis (EDA) to turn vast, complex datasets into clear, actionable insights. By unveiling hidden trends and patterns, we're crafting data-driven strategies that will elevate customer satisfaction, optimize operations, and fuel business growth. Join us as we transform raw data into a powerful force for innovation and success in the competitive electronics industry.

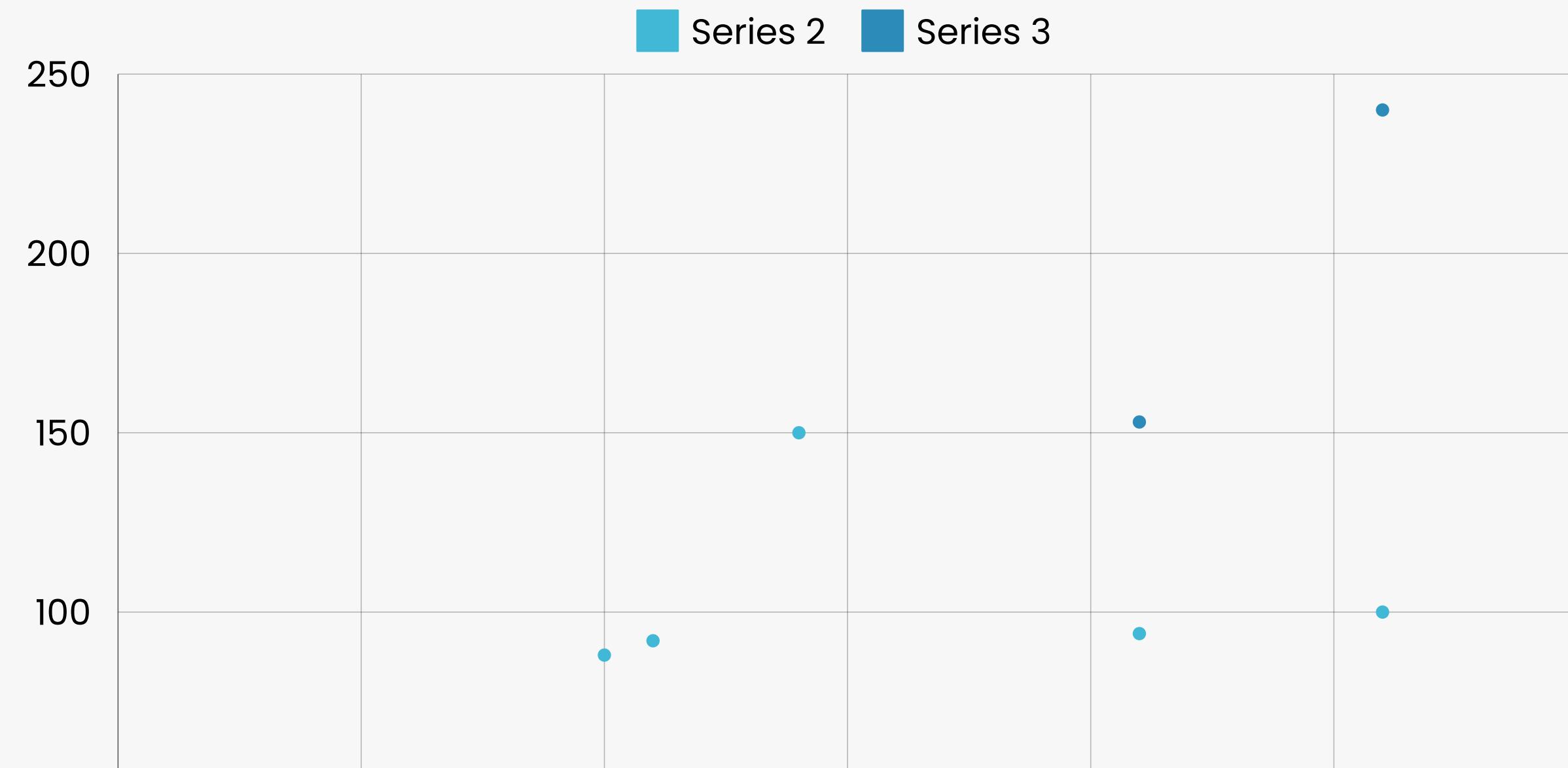




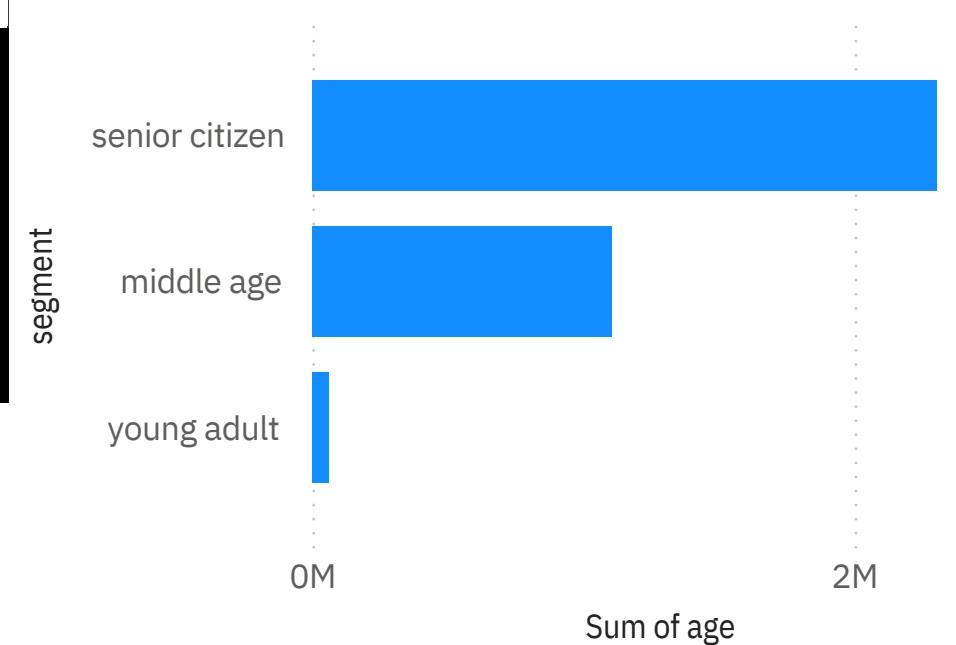
Data Overview



Data Overview for DataSpark: This project integrates customer, product, sales, store, and currency data to uncover actionable insights. Using SQL for data management and Python for analysis, we visualize trends in Power BI/Tableau to optimize operations and drive growth for Global Electronics.

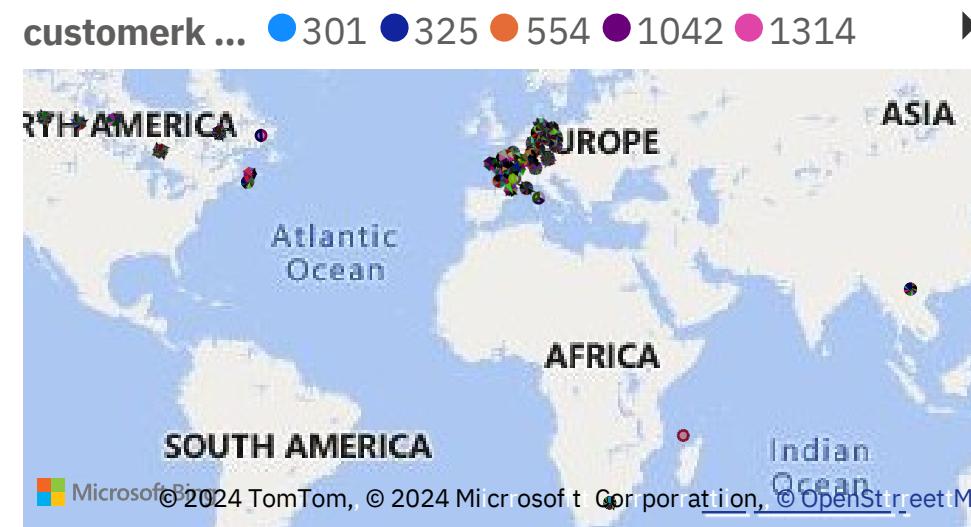


Sum of age by segment

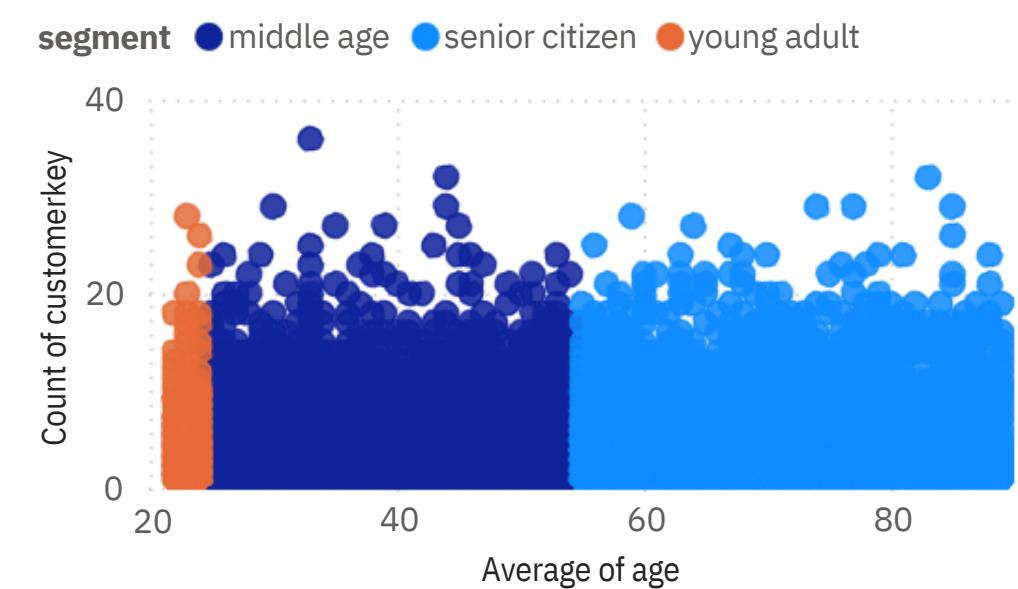


15.27K
Count of customerkey

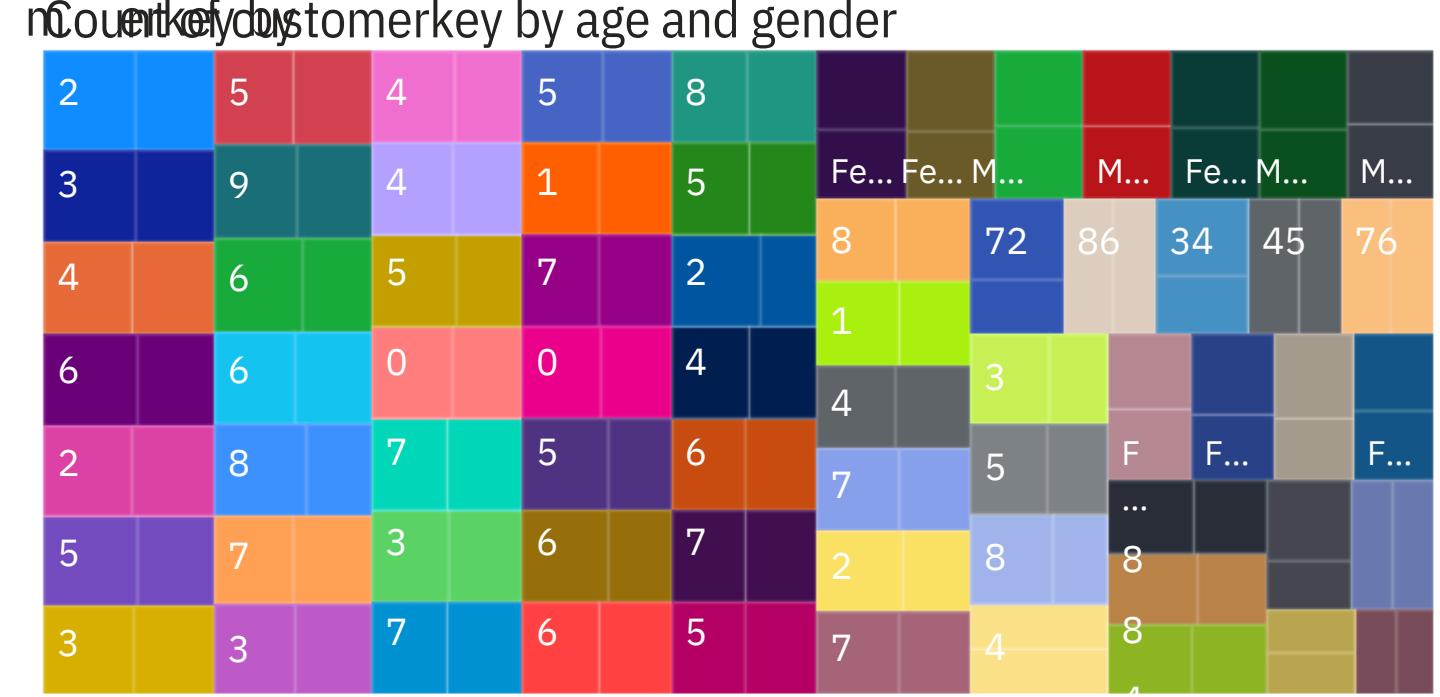
state and customerkey



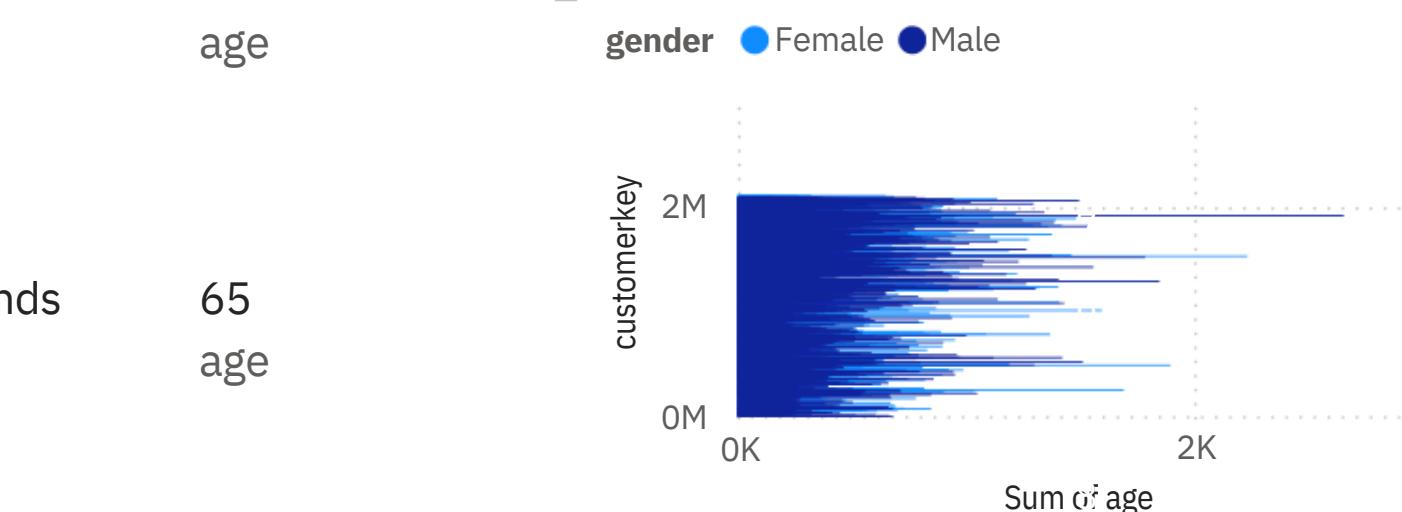
Average of age and Count of customerkey by customerkey and segment



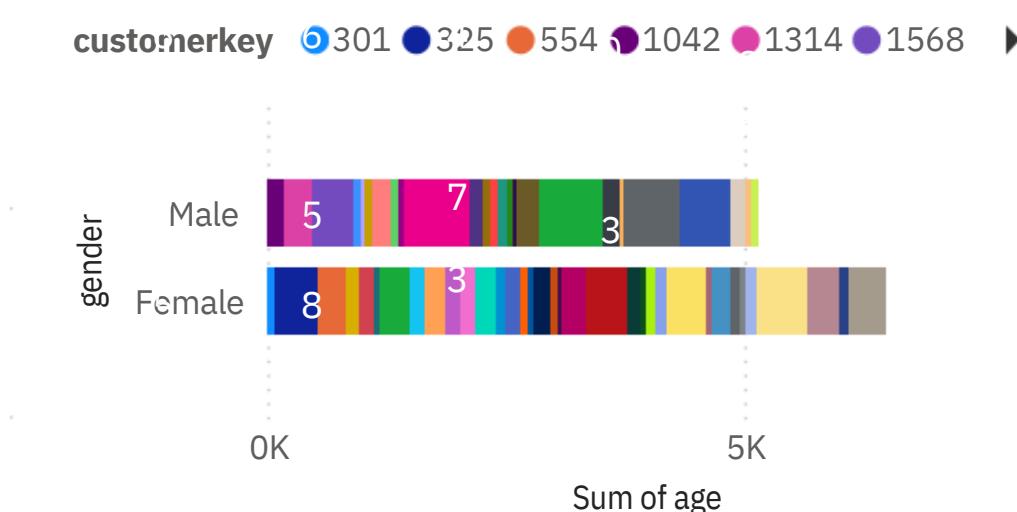
Count of customerkey by age and gender



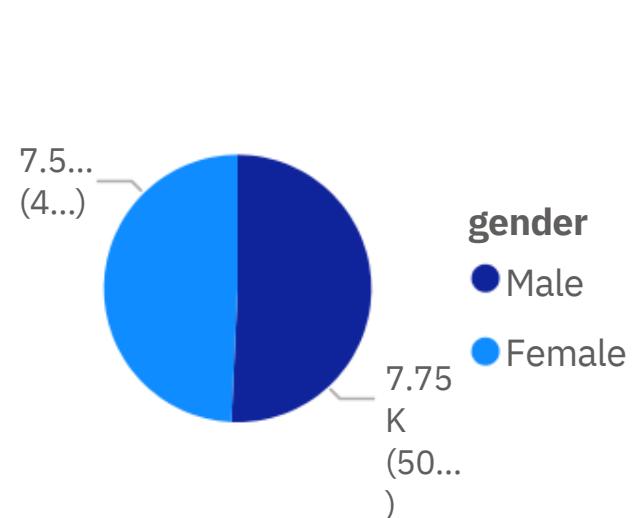
Sum of age by customerkey and gender



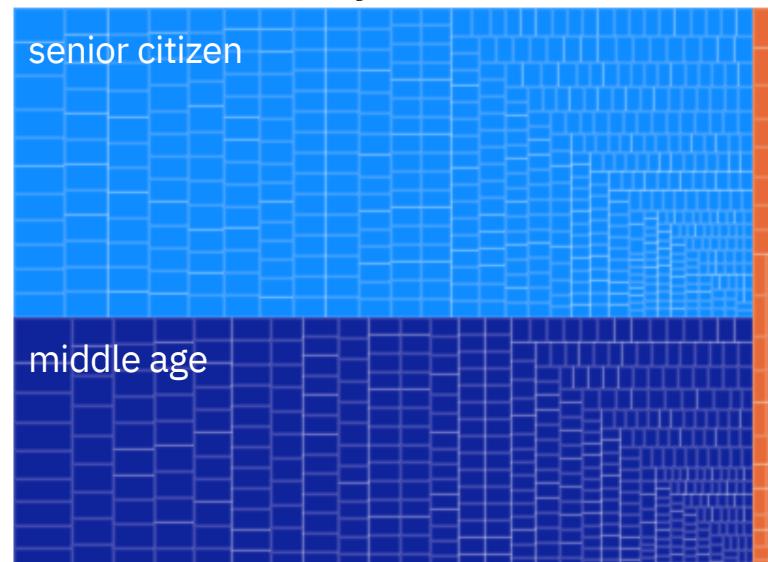
Sum of age by gender and customerkey



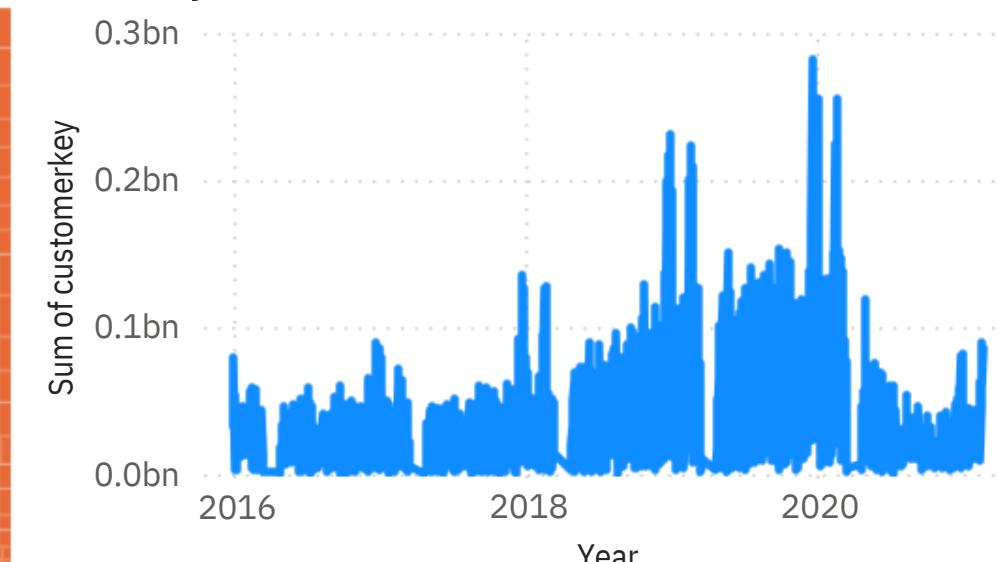
Count of customerkey by gender

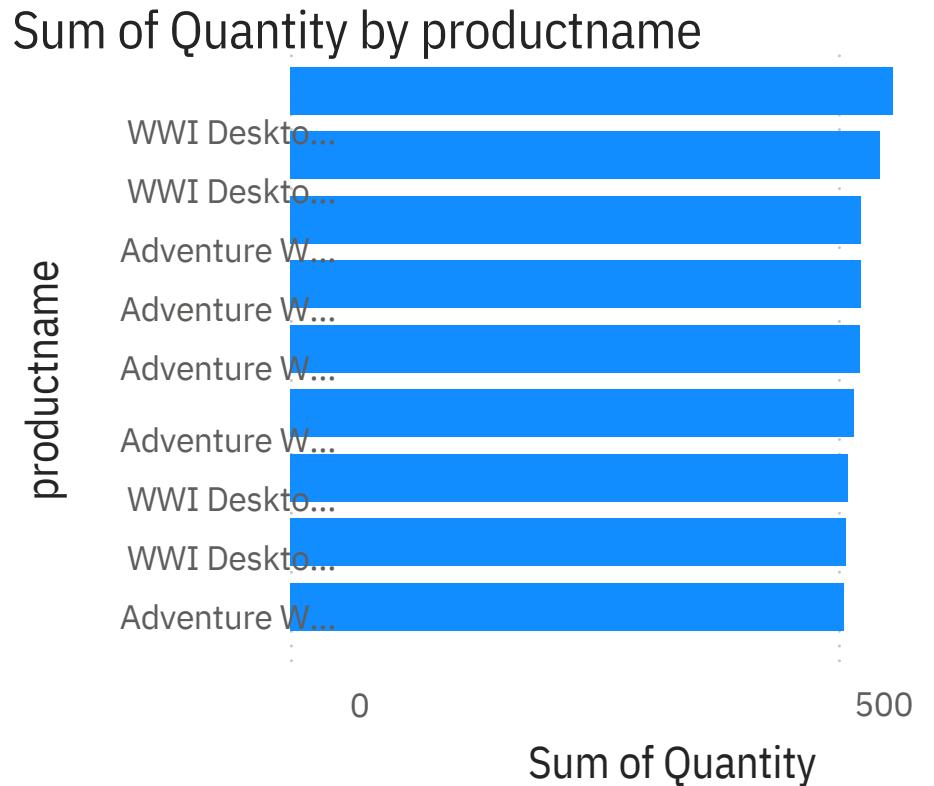


PurchaseFrequency by segment and customerkey



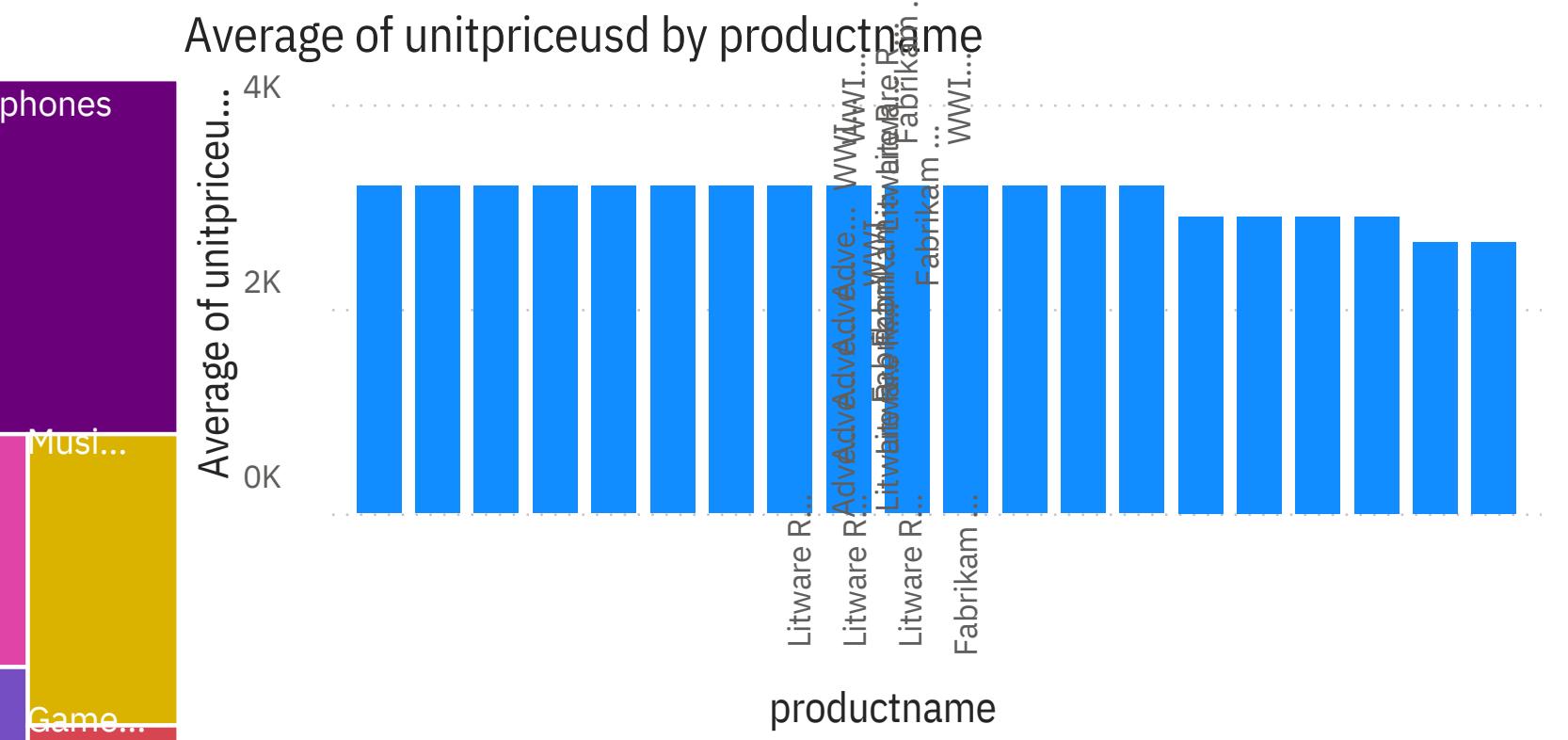
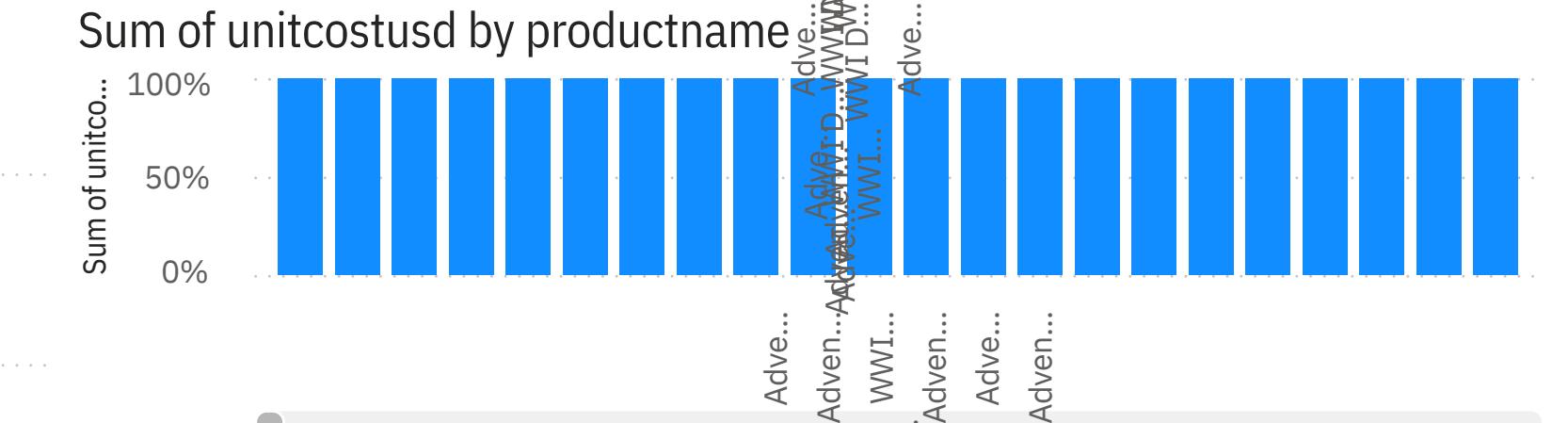
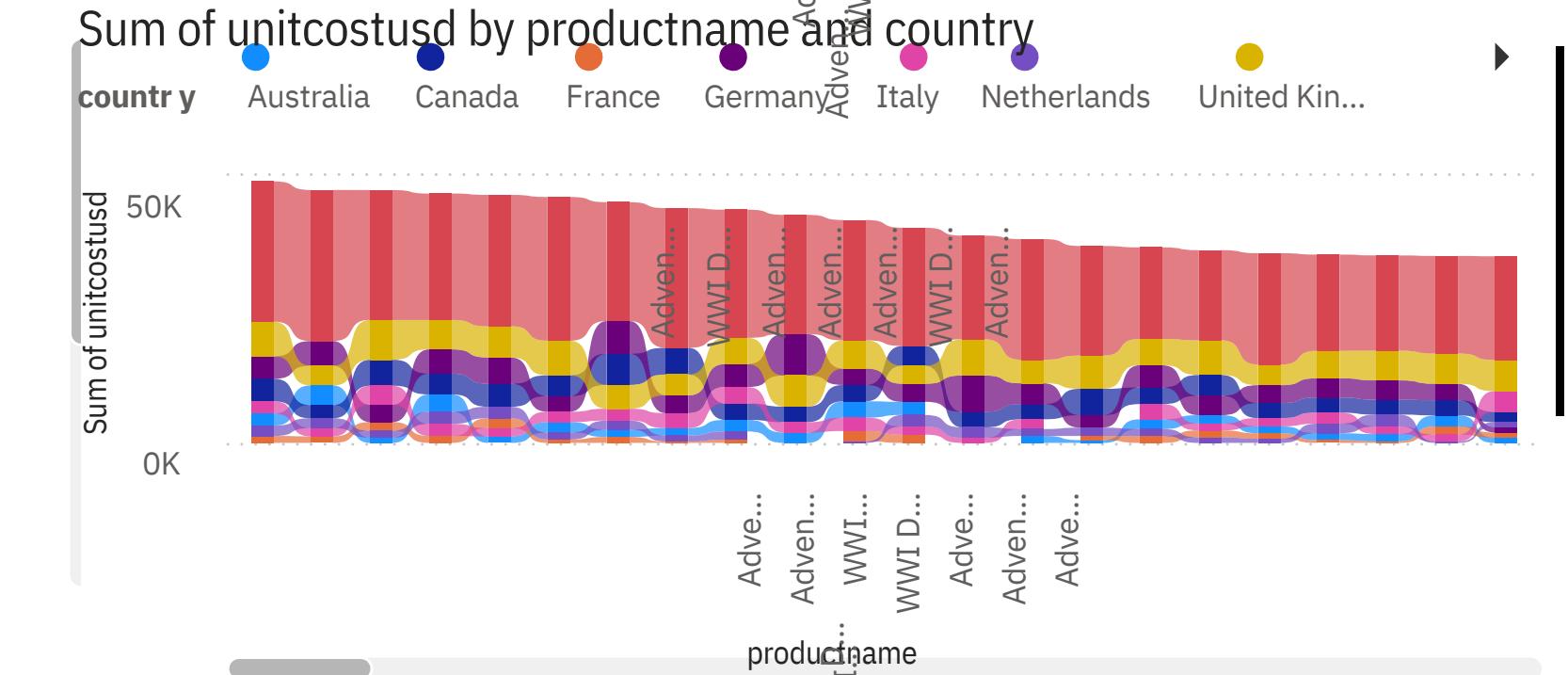
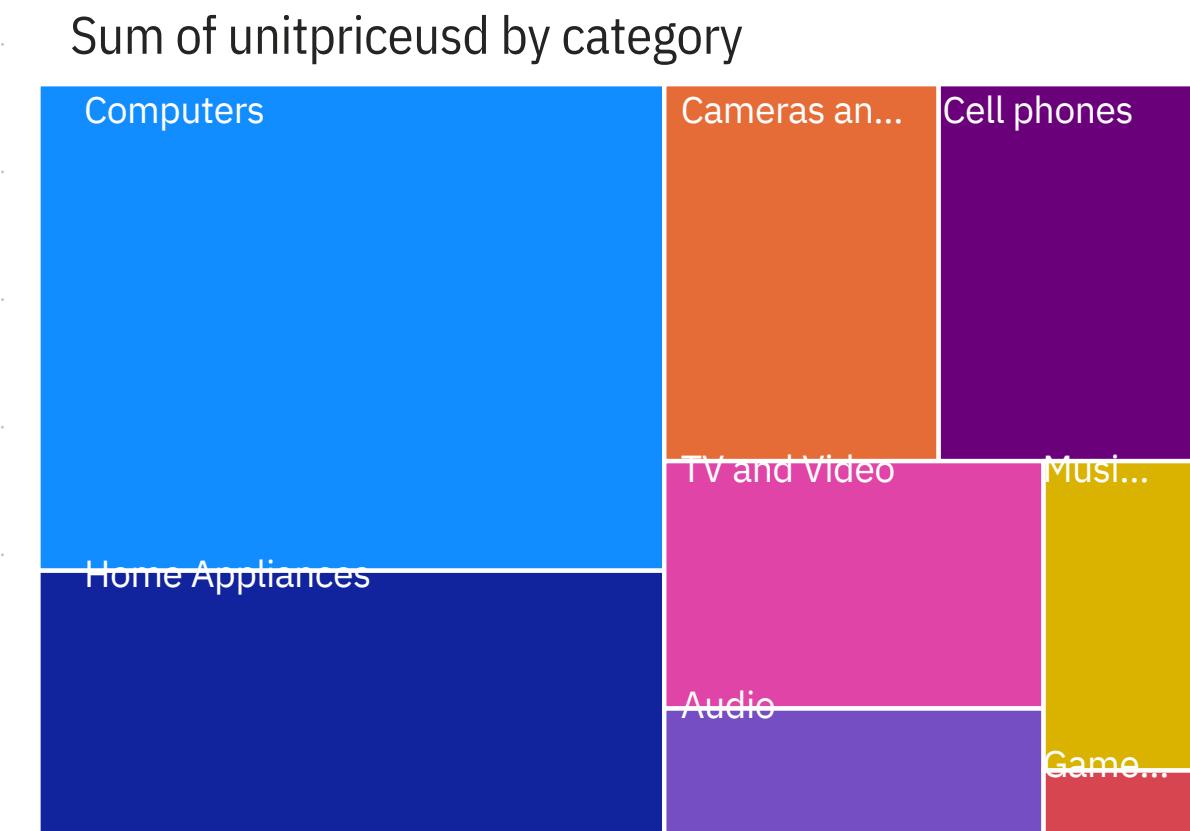
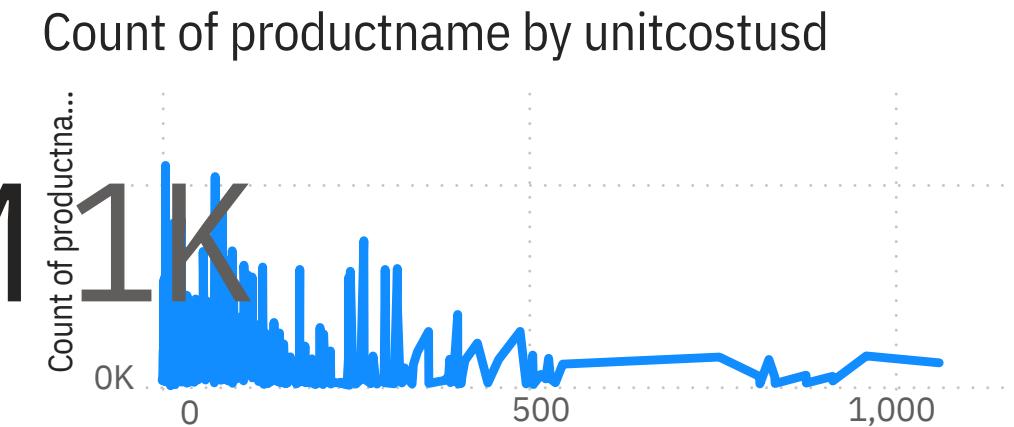
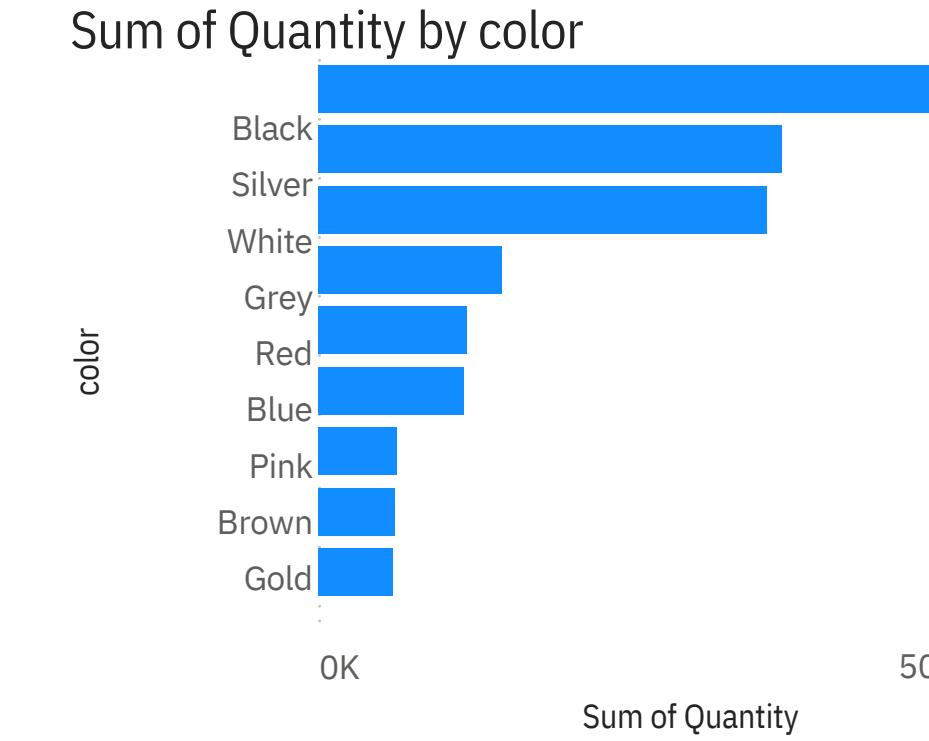
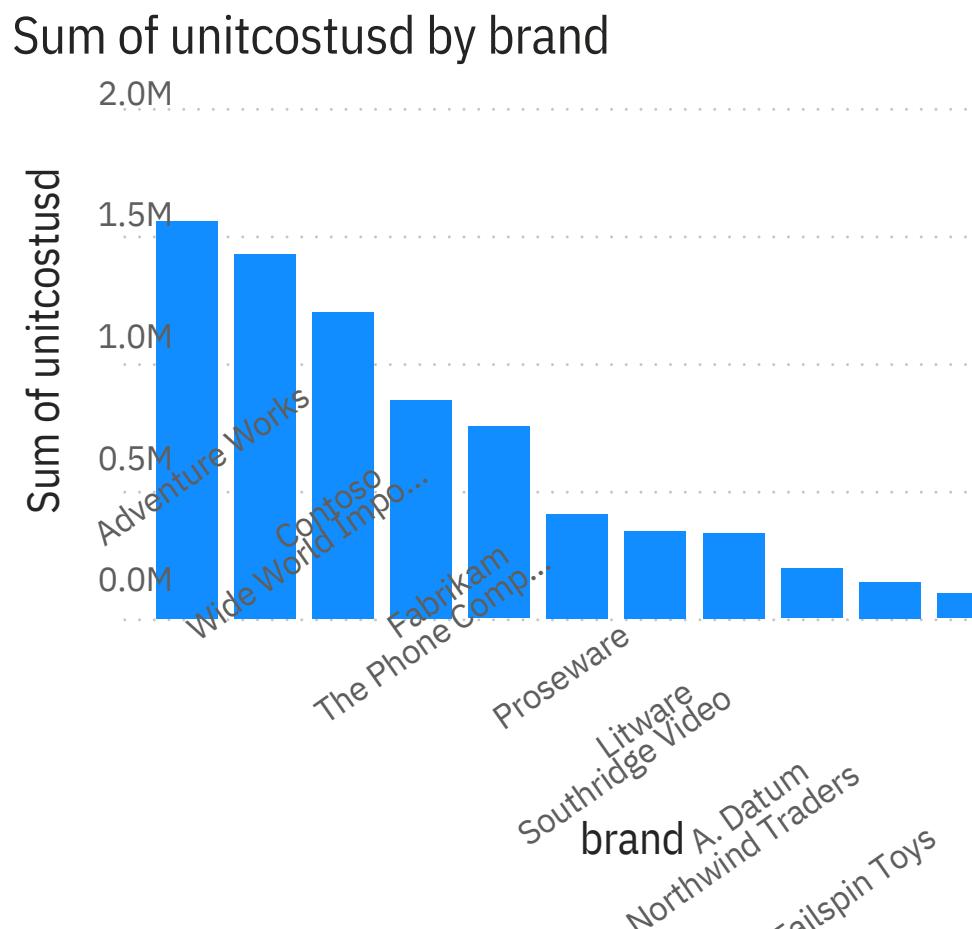
Sum of customerkey by Year, Quarter, Month and Day



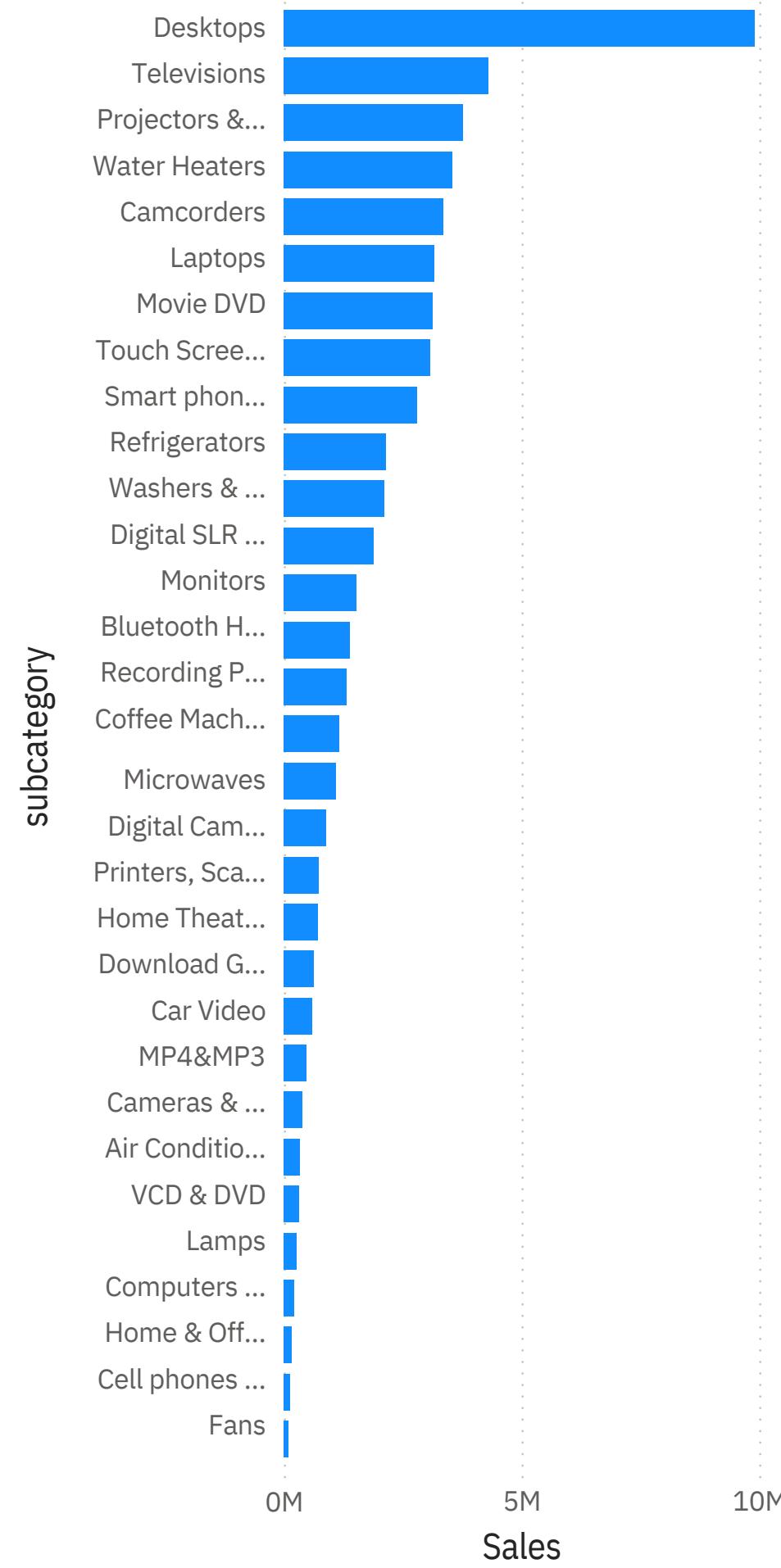


7.31M **17.64M**

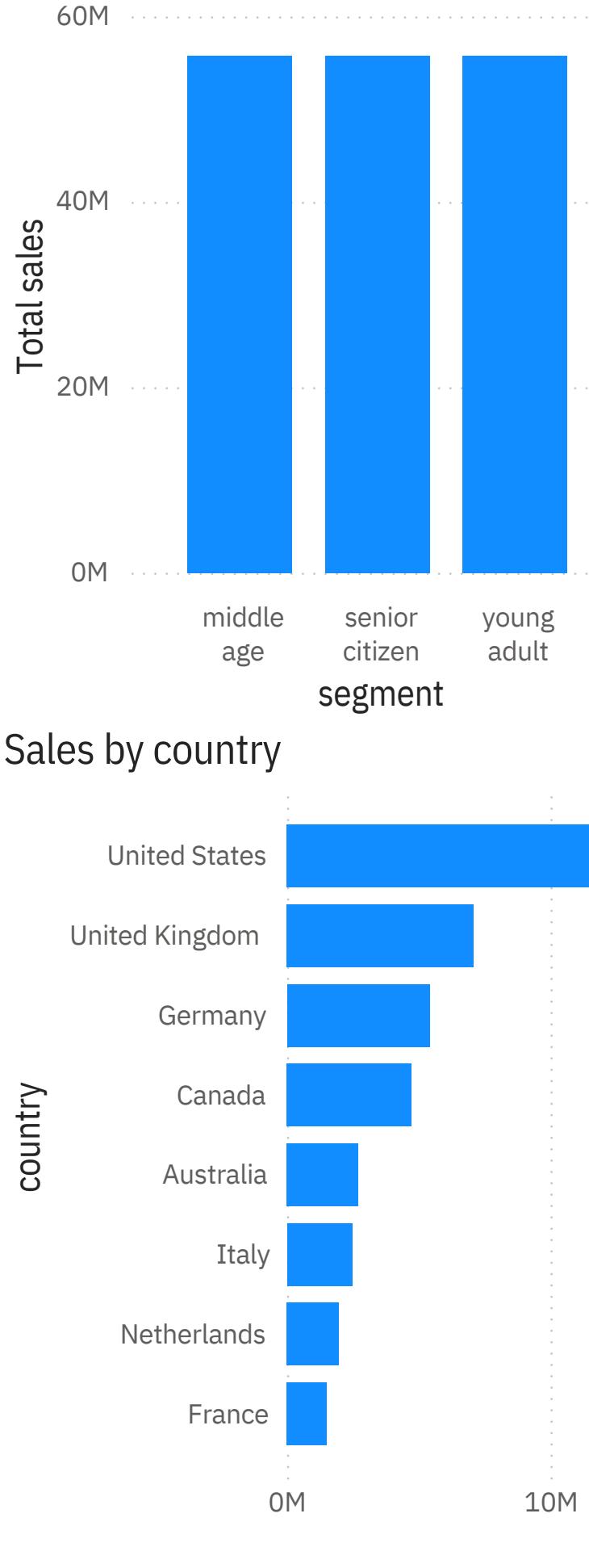
Sum of unitcostusd Sum of unitpriceusd



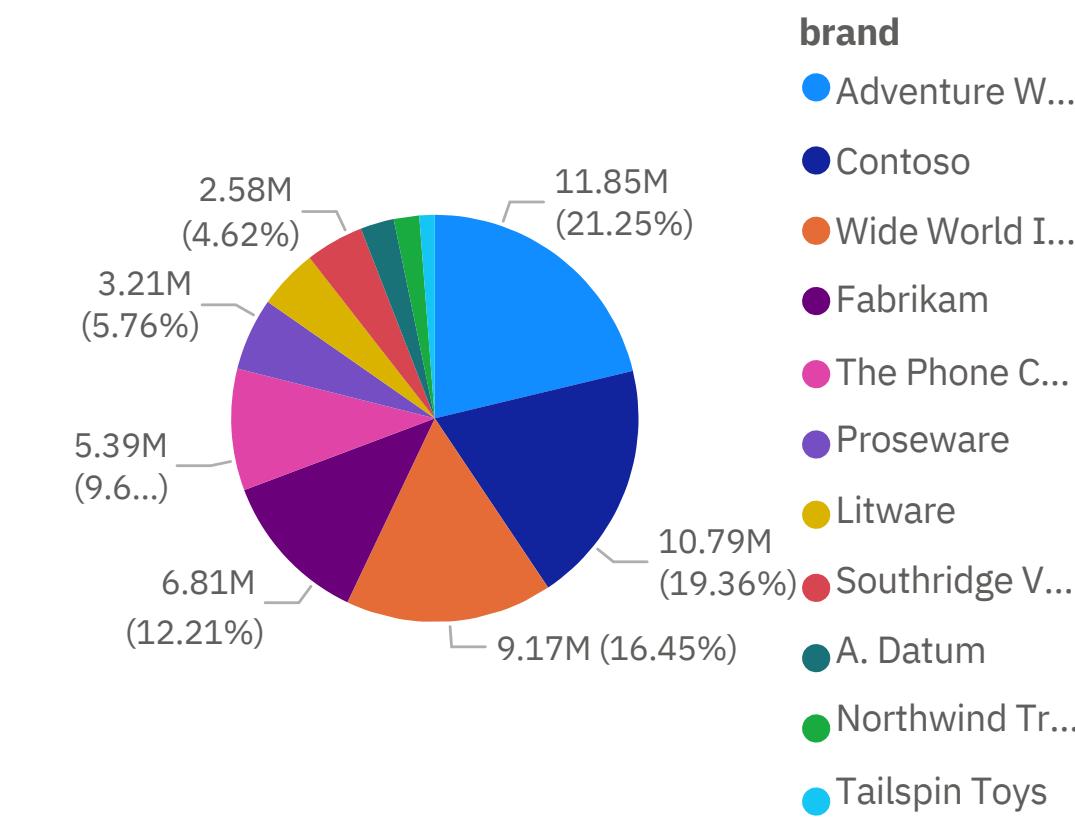
Sales by subcategory



Total sales by segment



Sales by brand



55.76M
Total sales

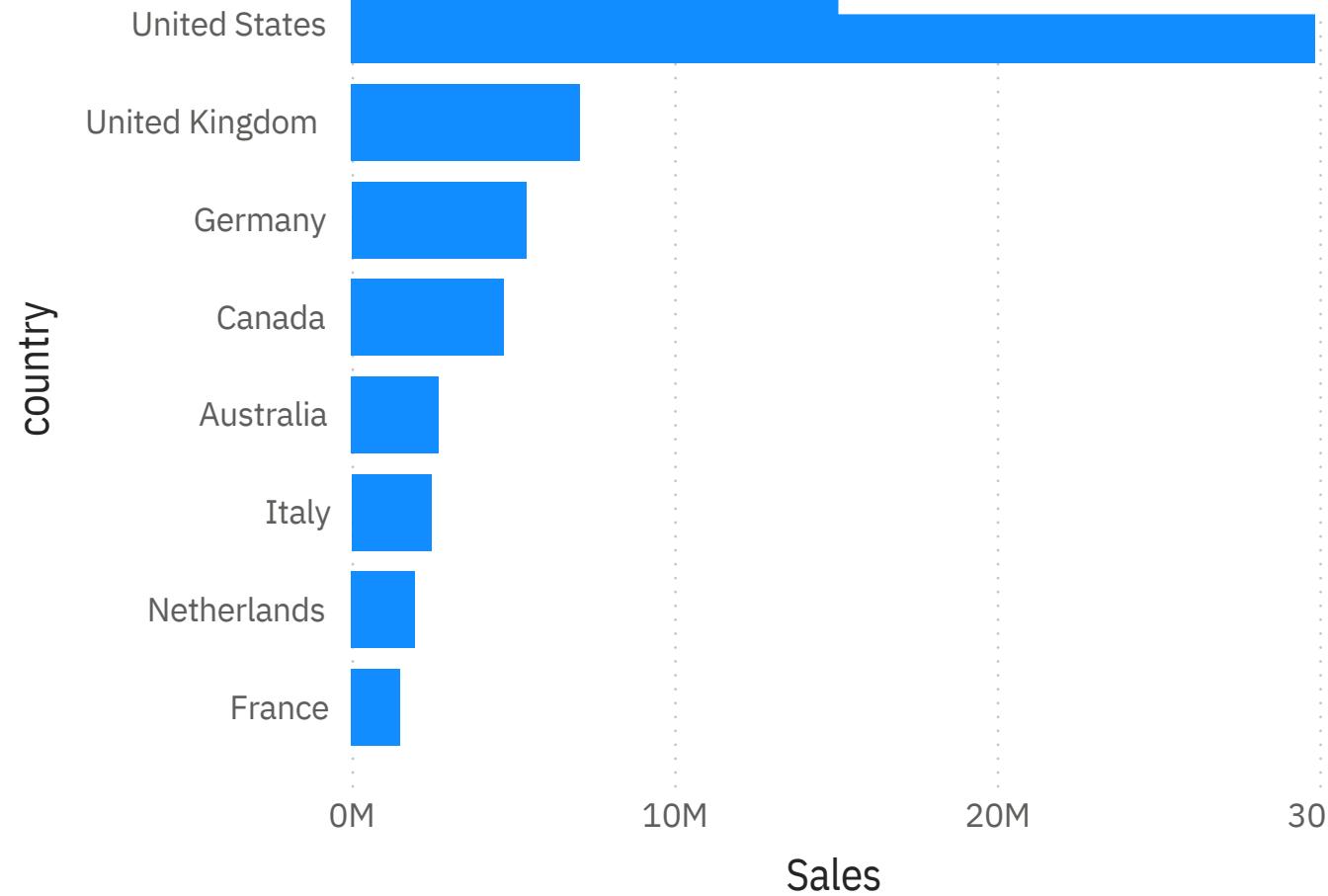
32.66M

Total Profit

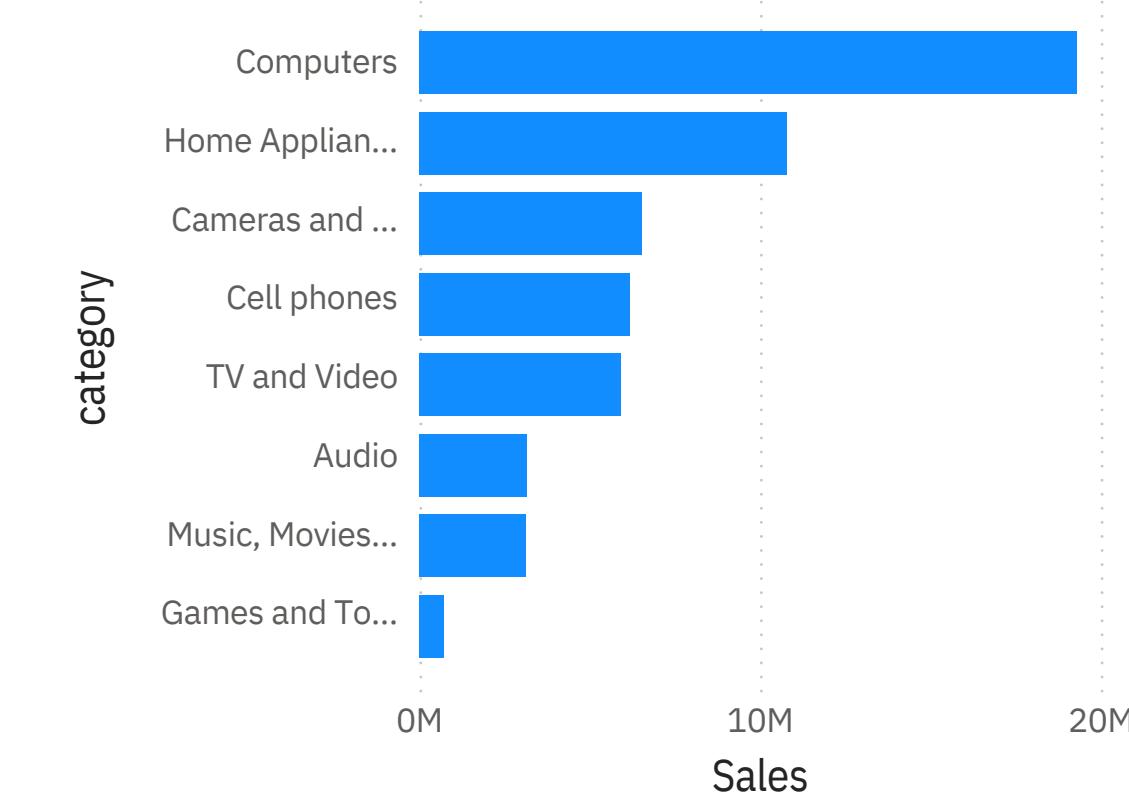
198K

Total Quantity Sold

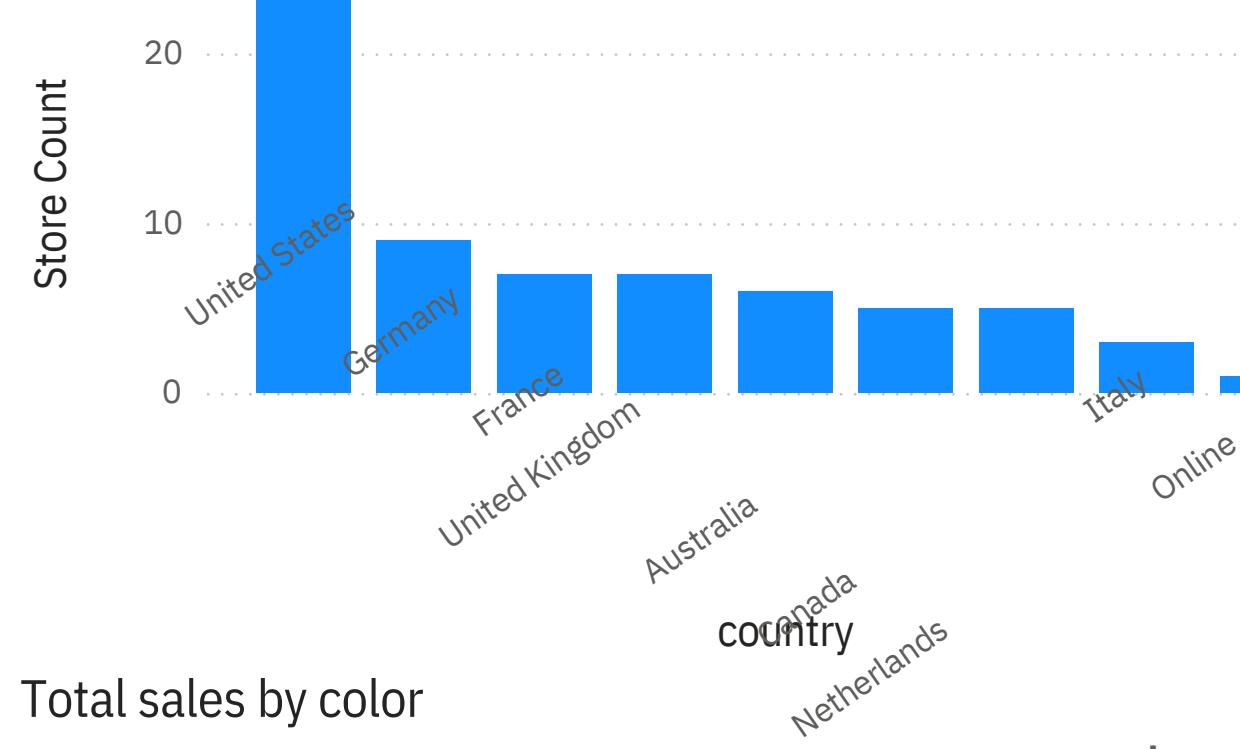
Sales by country



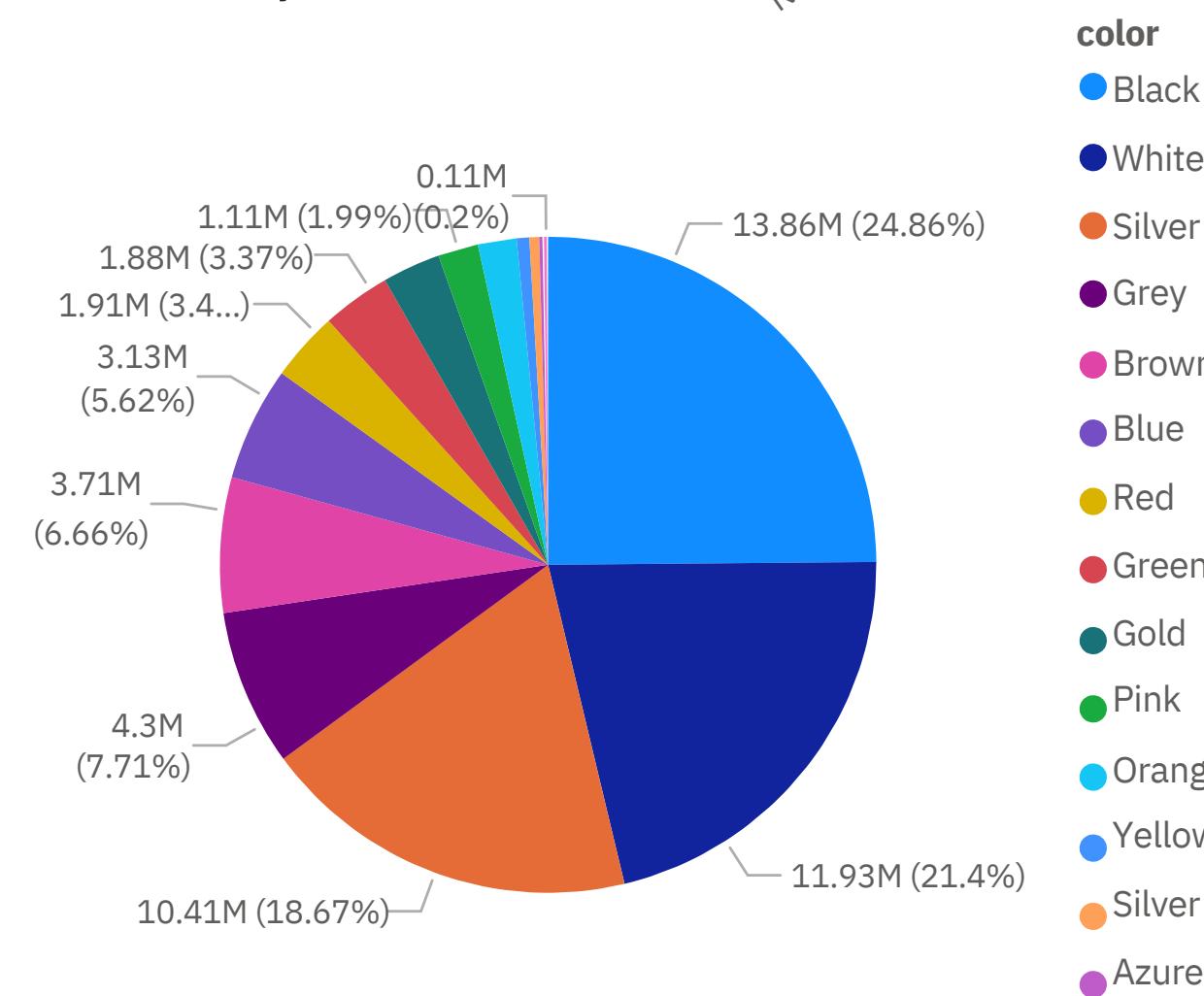
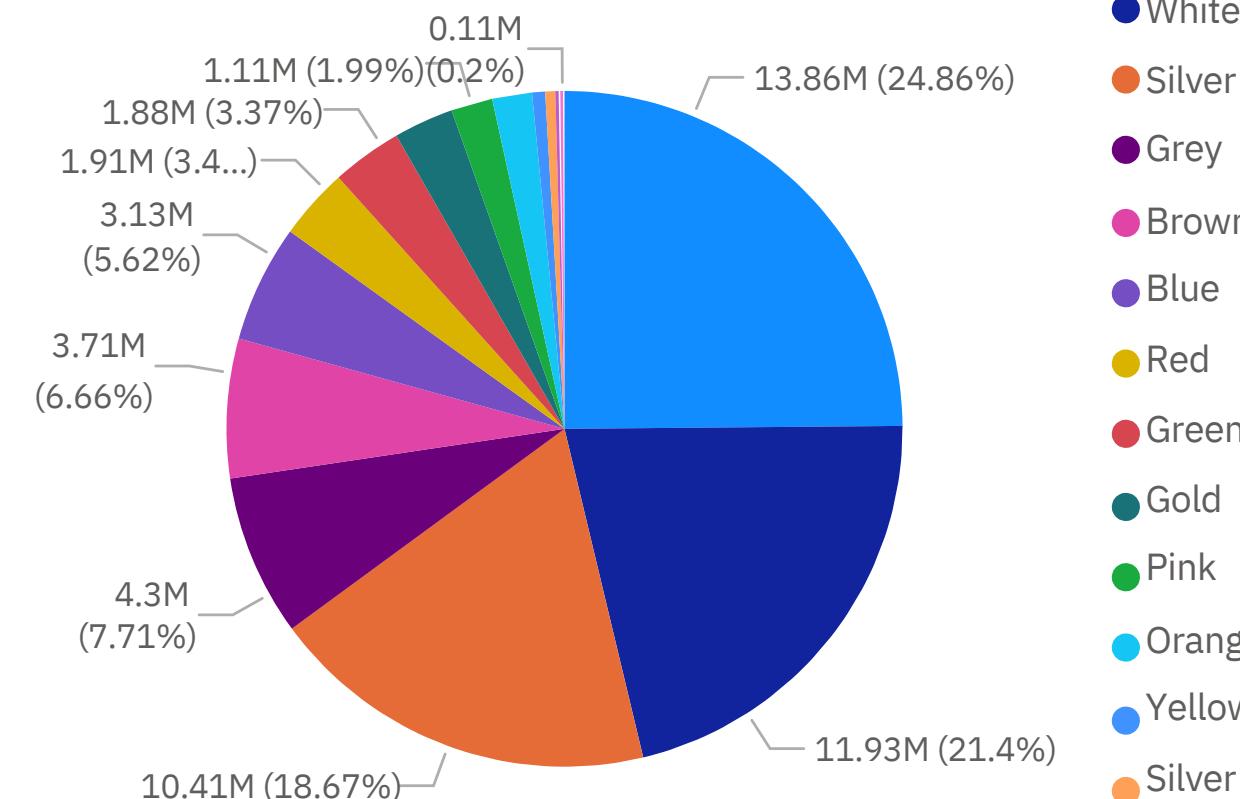
Sales by category



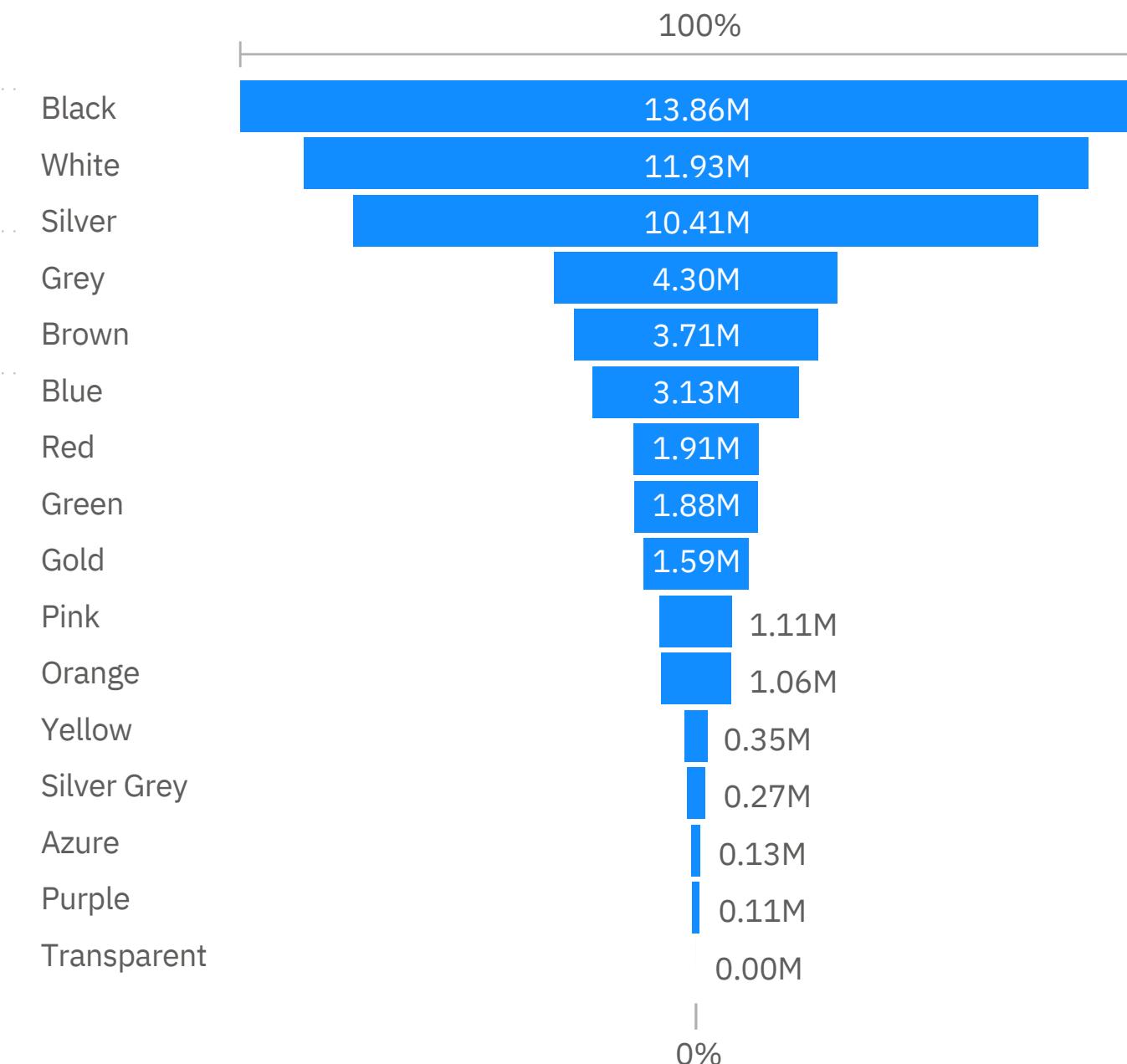
Store Count by country



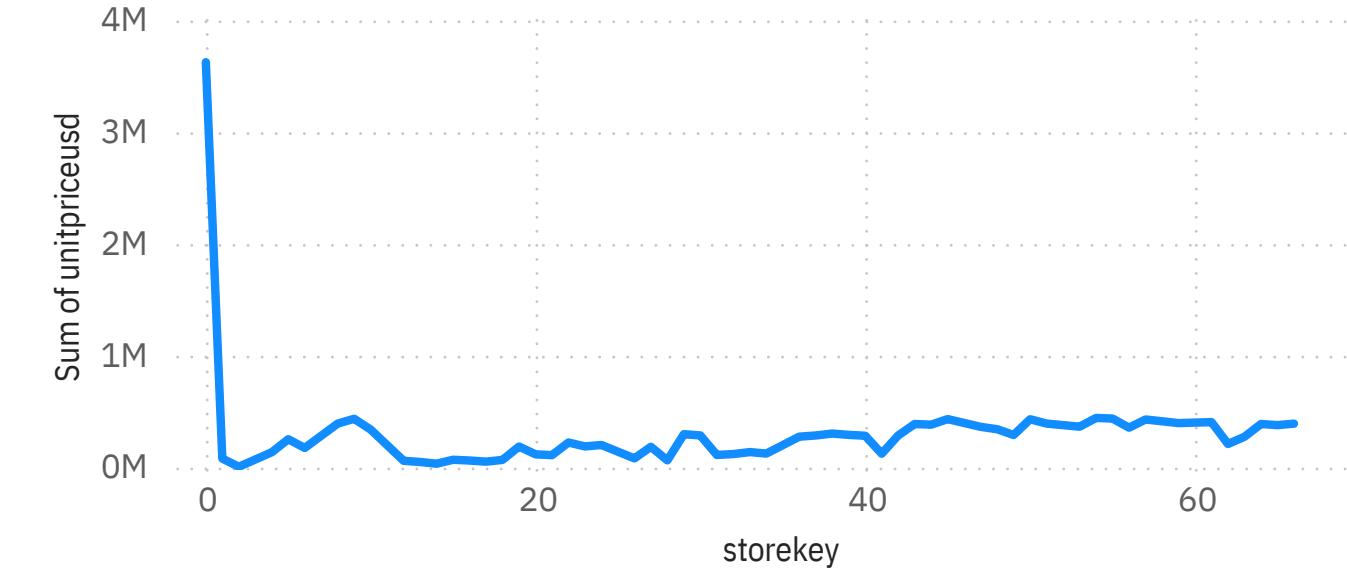
Total sales by color



Sales by color



Sum of unitpriceusd by storekey



67
Store Count

66,72,692.64
Total Profit

1,41,355.64
Total Profit

9,512.61
Total Profit

2,66,371.65
Total Profit

5,09,957.49
Total Profit

3,16,432.48
Total Profit

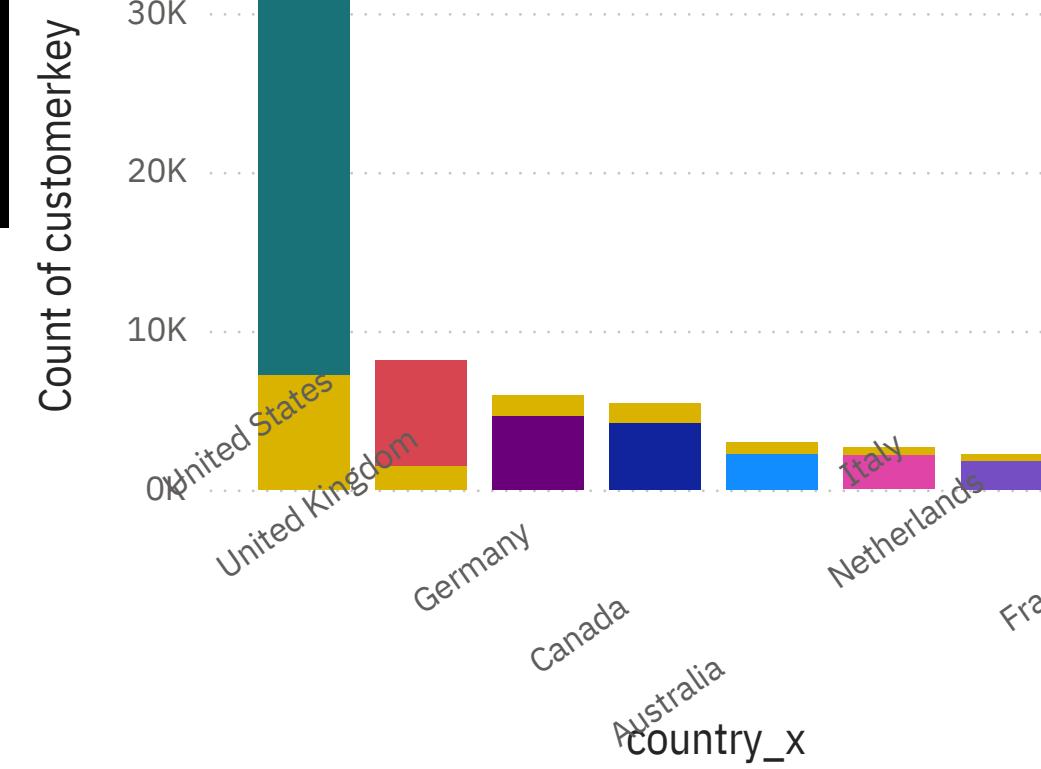
7,23,081.21
Total Profit

7,74,757.55
Total Profit

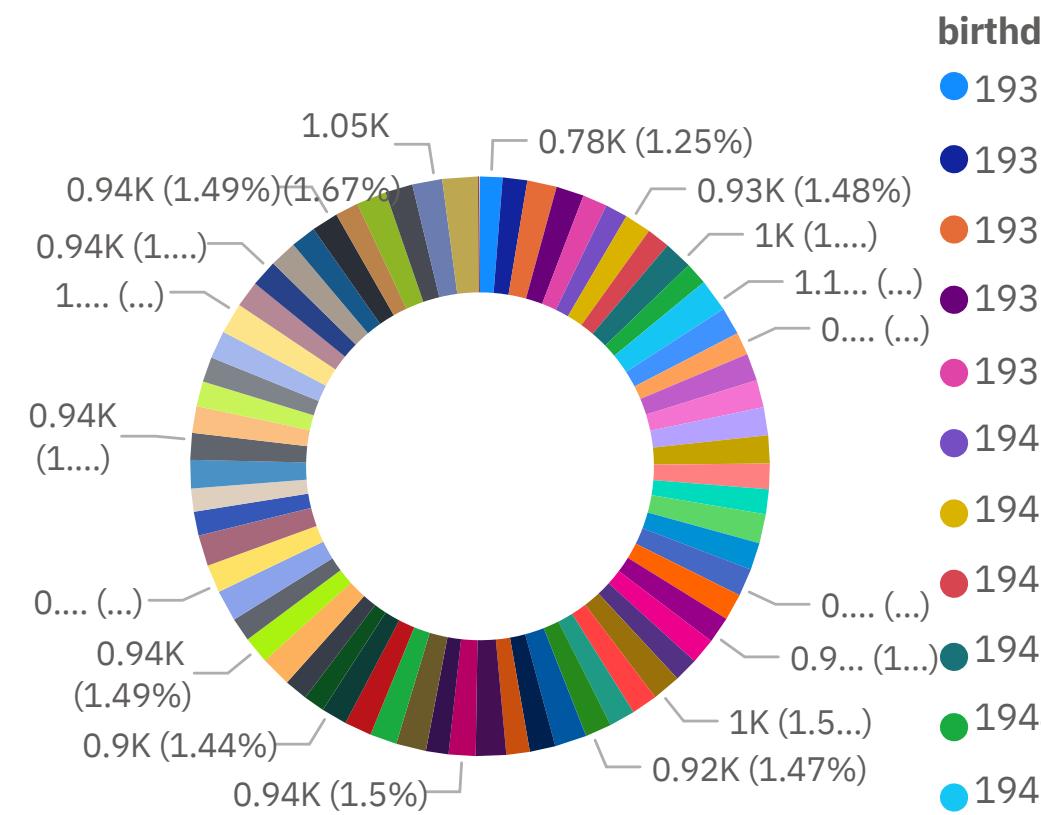
6,06,299.20
Total Profit

Count of customerkey by country_x and country_y

country_y ● Australia ● Canada ● France ● Germany ● Italy



Count of productname by Year



19

Total Quantity Sold

19

Total Quantity Sold

18

Total Quantity Sold



Actionable Recommendations

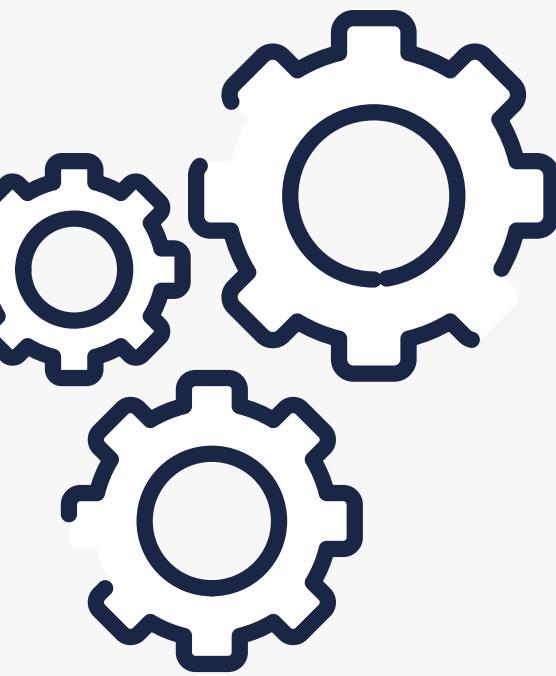


- Targeted Marketing Campaigns**
- Optimized Inventory Management**
- Enhanced Sales Forecasting**
- Store Performance Improvement**
- International Pricing Strategy**
- Product Development Focus**
- Personalized Customer Experience**

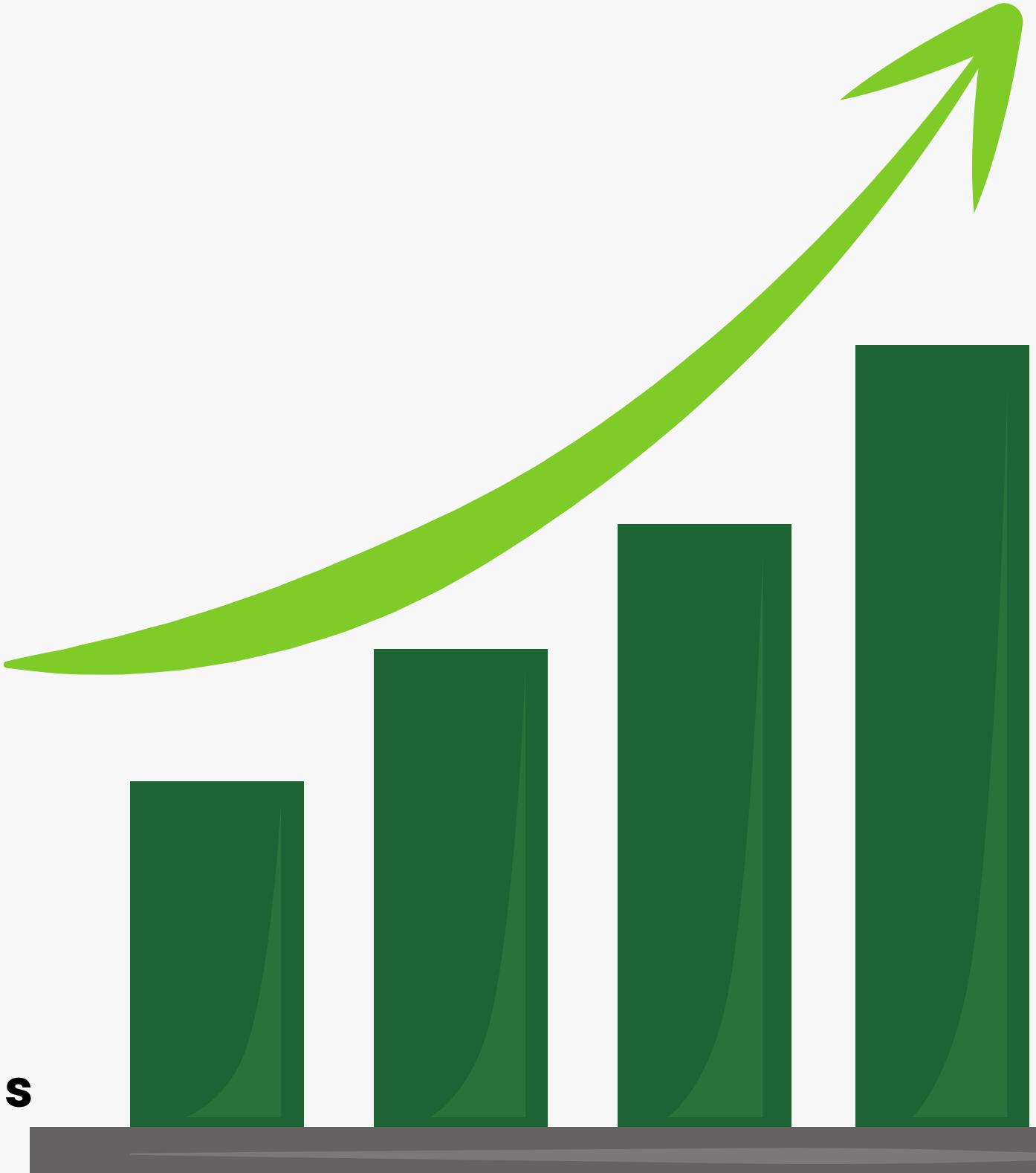


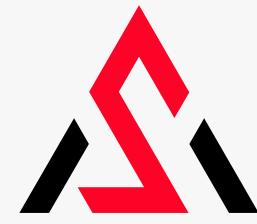


Future Enhancement Strategies



- Advanced Predictive Analytics**
- Integration of Real-Time Data**
- Customer Lifetime Value (CLV) Analysis**
- Enhanced Data Visualization**
- Automated Reporting and Alerts**
- Omnichannel Data Integration**
- Sentiment Analysis on Customer Feedback**
- Global Market Expansion Analysis**
- Data Governance and Security Enhancements**





Areas For Improvements



Data Quality and Consistency

Depth of Analysis

Customer Segmentation

Scalability of Solutions

Data Governance and Compliance

Real-Time Analytics

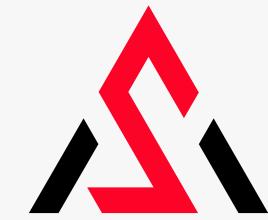




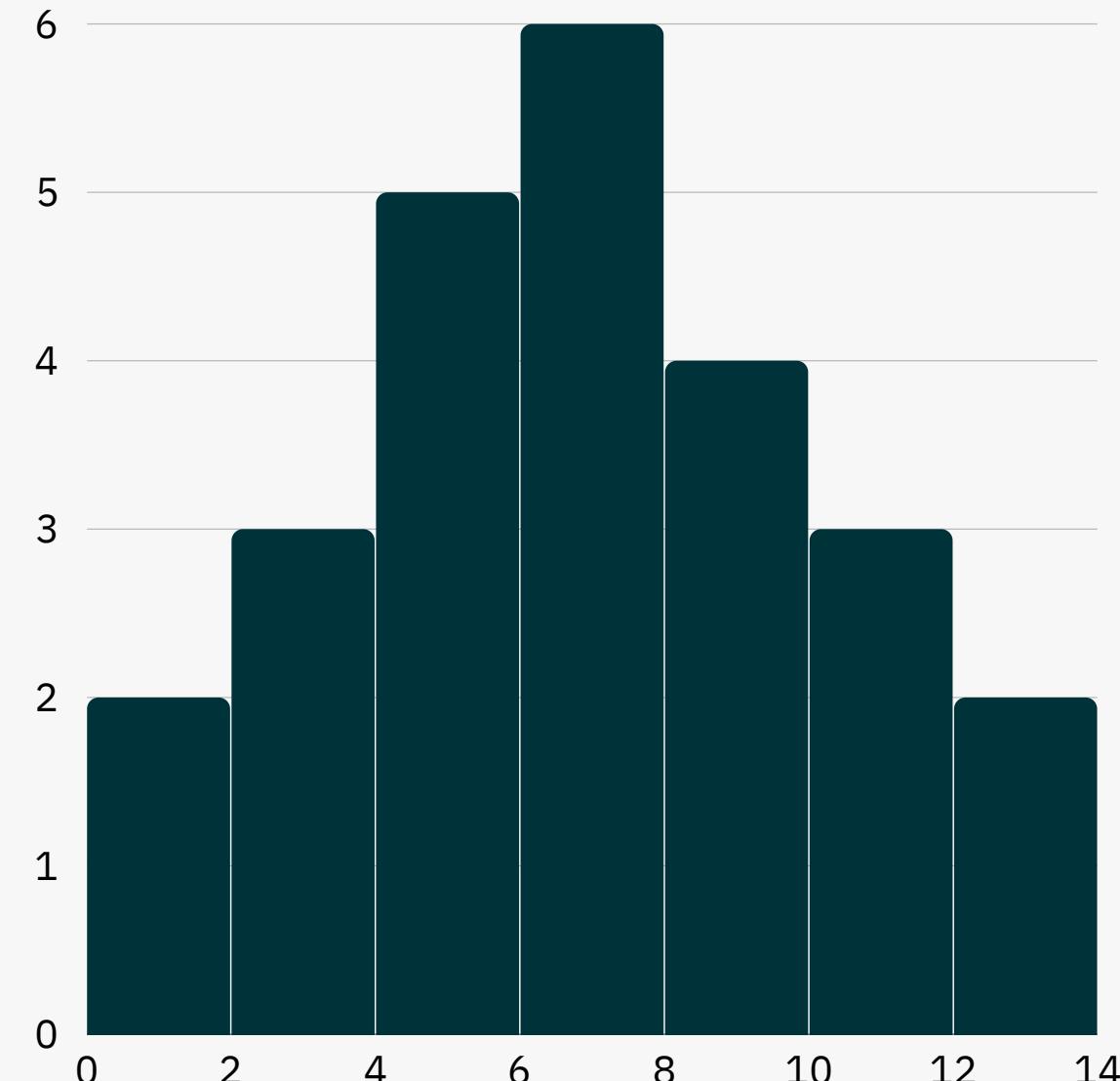
Conclusion

The DataSpark project has successfully transformed Global Electronics' vast and complex datasets into actionable insights that can drive strategic decisions. Through comprehensive Exploratory Data Analysis (EDA), we've identified key opportunities for enhancing customer satisfaction, optimizing operations, and fueling business growth. Our targeted recommendations, from refining marketing strategies to improving inventory management, position Global Electronics to stay ahead in the competitive electronics market.

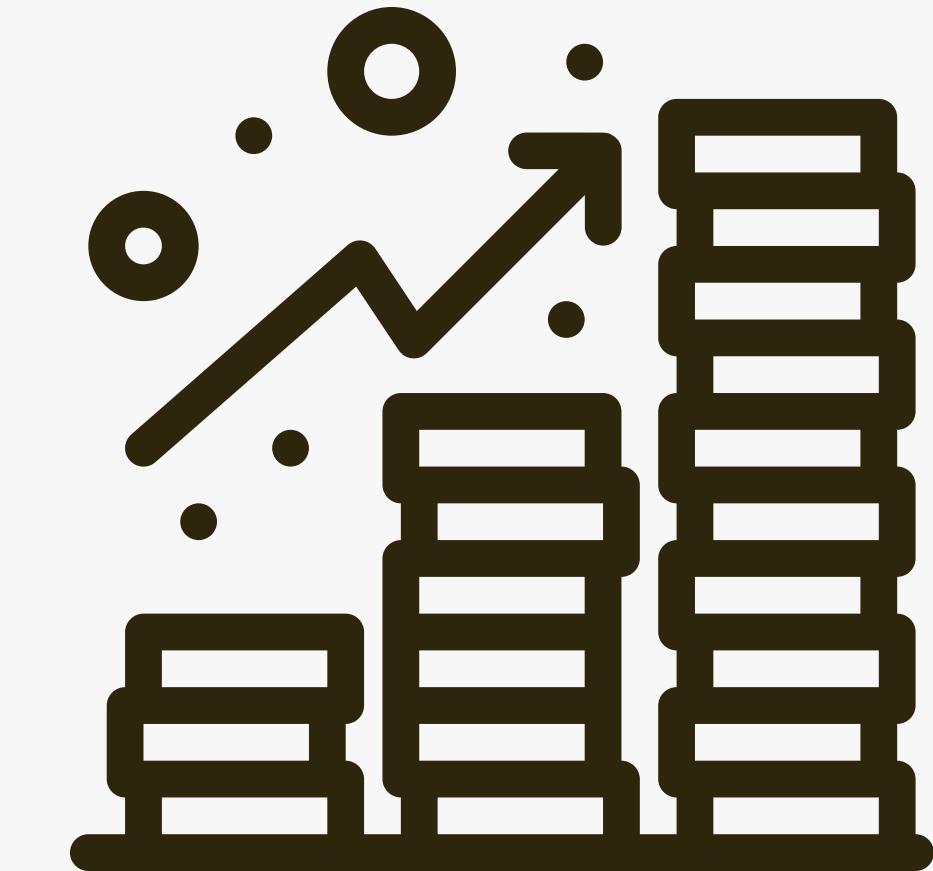
Looking forward, the implementation of advanced analytics, real-time data integration, and enhanced data governance will further empower Global ElectrThe journey with DataSpark has illuminated a clear path to success, and with continued innovation, Global Electronics is well-equipped to thrive in an increasingly data-centric world.



References



- 1.Global Electronics Customer Data**
- 2.Global Electronics Sales Data**
- 3.Global Electronics Product Data**
- 4.Global Electronics Store Data**
- 5.Global Electronics Exchange Rates Data**
- 6.Python Libraries: pandas, numpy, matplotlib, seaborn**
- 7.Power BI Documentation**
- 8.SQL Documentation**



*Thank
You*