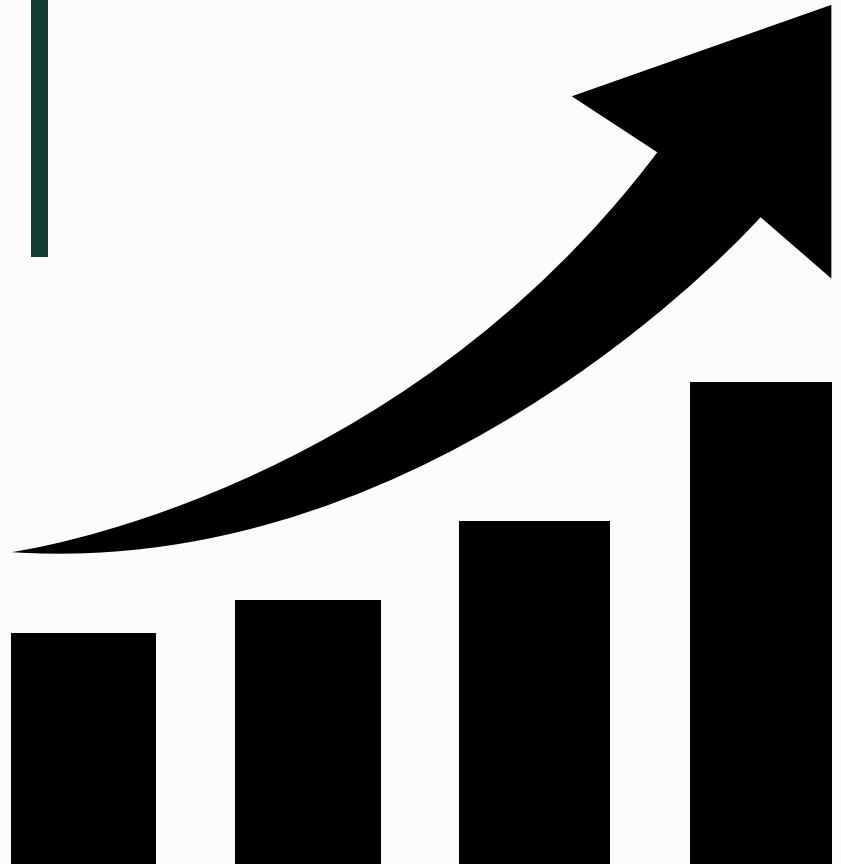




Global Electronics

About Project



By:

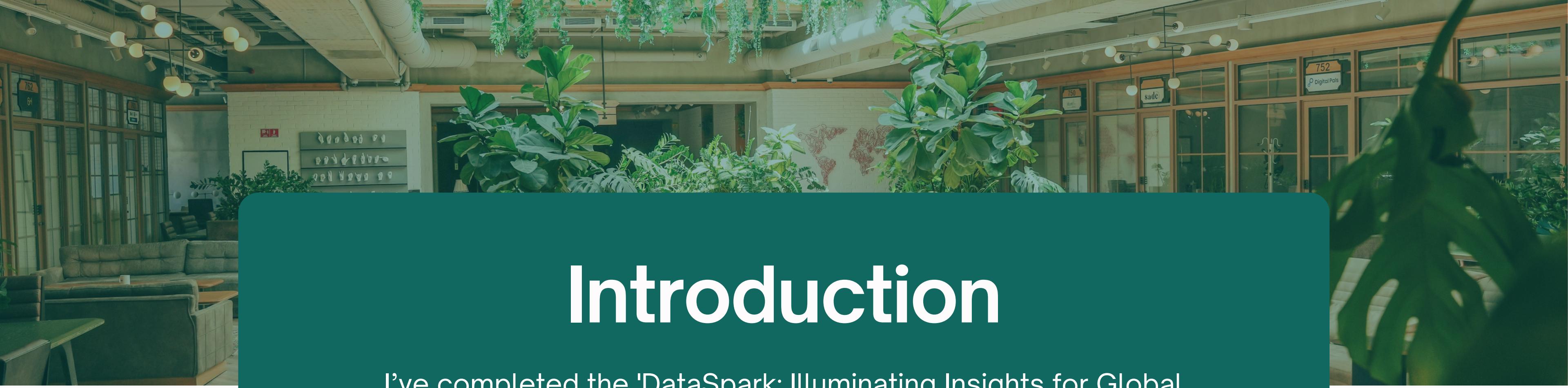
Mohamed Yunus .T



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Introduction

I've completed the 'DataSpark: Illuminating Insights for Global Electronics' project, where we aimed to uncover valuable insights from Global Electronics' data to enhance customer satisfaction, optimize operations, and drive business growth."





Objectives and Approach

- **Outline the Goals:**
- The primary goal was to perform a comprehensive Exploratory Data Analysis (EDA) to provide actionable recommendations. We focused on customer analysis, sales performance, product popularity, and store operations.

- **Explain the Approach:**

Here's a summary of our approach:

- Data Cleaning and Preparation: Handled missing values, converted data types, and merged datasets.
- Data Loading: Inserted preprocessed data into an SQL database and created relevant tables.
- Visualization: Used Power BI/Tableau to create interactive dashboards.
- SQL Queries: Developed 10 SQL queries to extract key insights.



“



Key Findings

Customer Analysis:

- I analyzed customer demographics, purchase patterns, and segmentation. This helped identify key customer groups and their purchasing behaviors."

Sales Analysis:

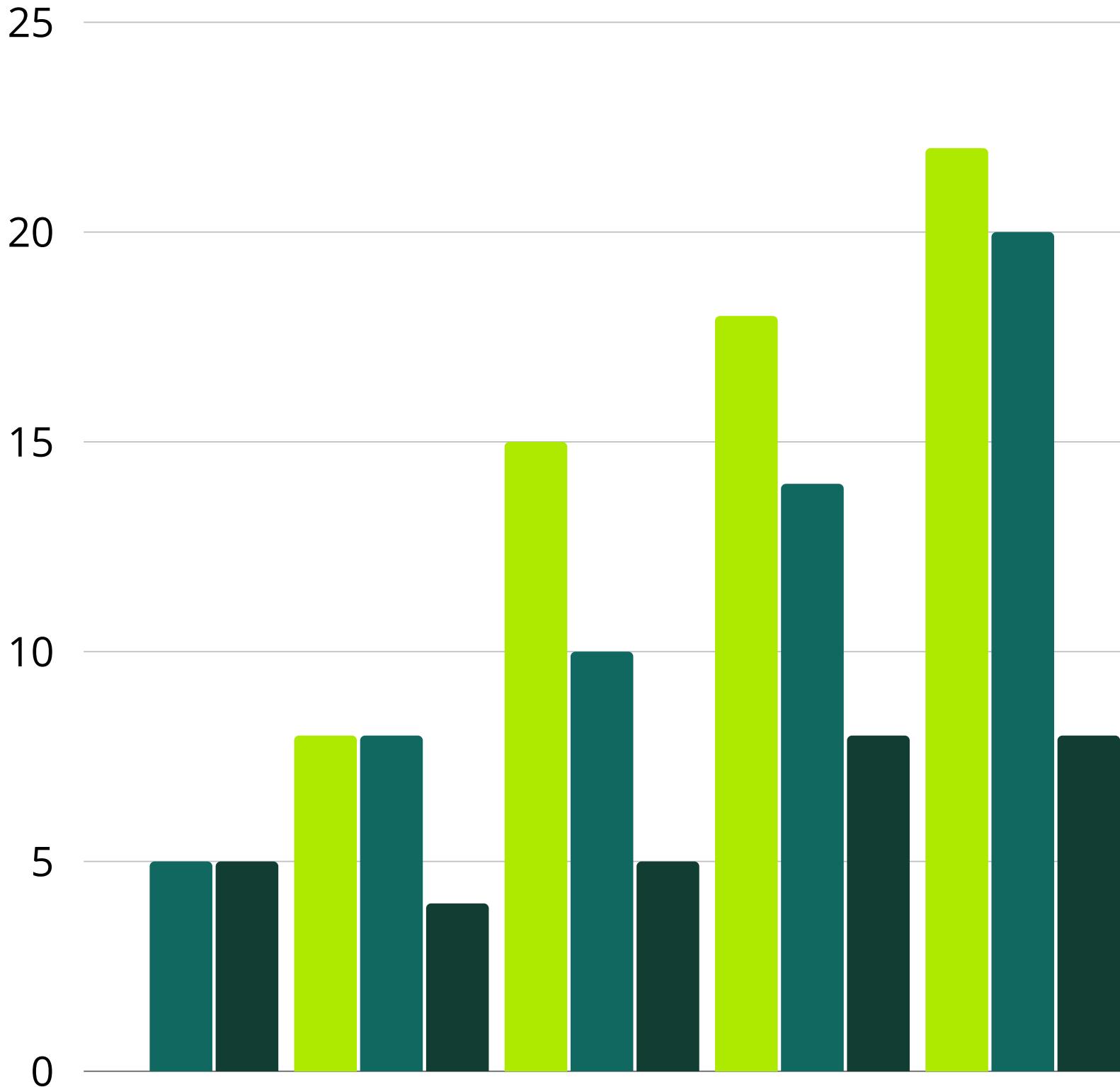
- I evaluated overall sales performance, sales by product and store, and the impact of currency exchange rates. This provided insights into sales trends and product performance."

Product Analysis:

- I identified popular and less popular products, assessed profitability, and analyzed performance across different categories."

Store Analysis:

- I evaluated store performance based on sales, size, and location. This analysis highlighted high-performing regions and potential areas for improvement."





Visualizations and Insights

Showcase Dashboards:

- I've created interactive dashboards in Power BI/Tableau that visualize key insights from the analysis. These include graphs, charts, and maps to illustrate customer segments, sales trends, and product performance."

Highlight Recommendations:

- Based on the analysis, I recommend:
 - Tailoring marketing campaigns to key customer segments.
 - Optimizing inventory management based on sales patterns.
 - Improving sales forecasting with insights from historical data.
 - Considering store expansions or optimizations in high-performing regions."



Summarize the Benefits:

- Overall, this project has provided a thorough understanding of customer behaviors, sales dynamics, and product performance, which will support Global Electronics in making informed decisions and driving business growth.

Claudia Alves

Everest Capital

Aaron Loeb

