

Illuminating Insights for Global Electronics



PARI ANALYST

\$55.3M

Total Revenue

\$32.3M

Total profit

197.8K

Total orders

\$954.3K

Average Revenue Per Store

Revenue Trending



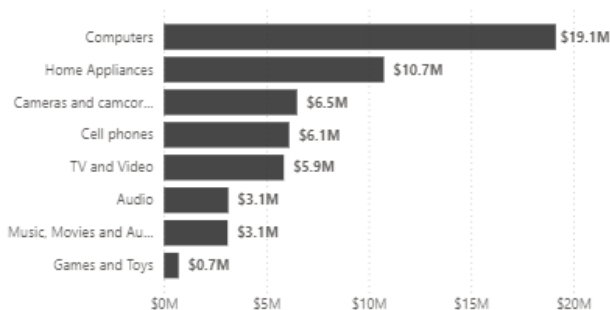
Most Order Product Type:

Desktops

Most Order Store:

Online

Orders by category



product_name	Total orders	Total Revenue
WWI Desktop PC2.33 X2330 Black	550	\$5,00,919.3
Adventure Works Desktop PC2.33 XD233 Brown	479	\$4,59,291.4
Adventure Works Desktop PC2.33 XD233 Silver	481	\$4,57,900.6
Adventure Works Desktop PC2.33 XD233 Black	462	\$4,42,279.6
Adventure Works Desktop PC2.33 XD233 White	451	\$4,33,566.3
WWI Desktop PC2.33 X2330 White	462	\$4,17,395.8
WWI Desktop PC2.33 X2330 Brown	460	\$4,16,241.1
Adventure Works 52" LCD HDTV X590 White	136	\$3,81,072.3
Adventure Works 52" LCD HDTV X590 Black	129	\$3,74,990.5
WWI Desktop PC2.33 X2330 Silver	392	\$3,55,144.3

Dashboard Analysis

The dashboard provides a comprehensive overview of store performance, focusing on revenue, store size, location, and currency.

Key Metrics

- **Total Revenue:** \$54M
- **Most Order Store:** Alaska with \$10.1M revenue
- **Top Revenue Country:** United States with \$30.1M revenue
- **Top Revenue Currency:** USD with \$51M revenue

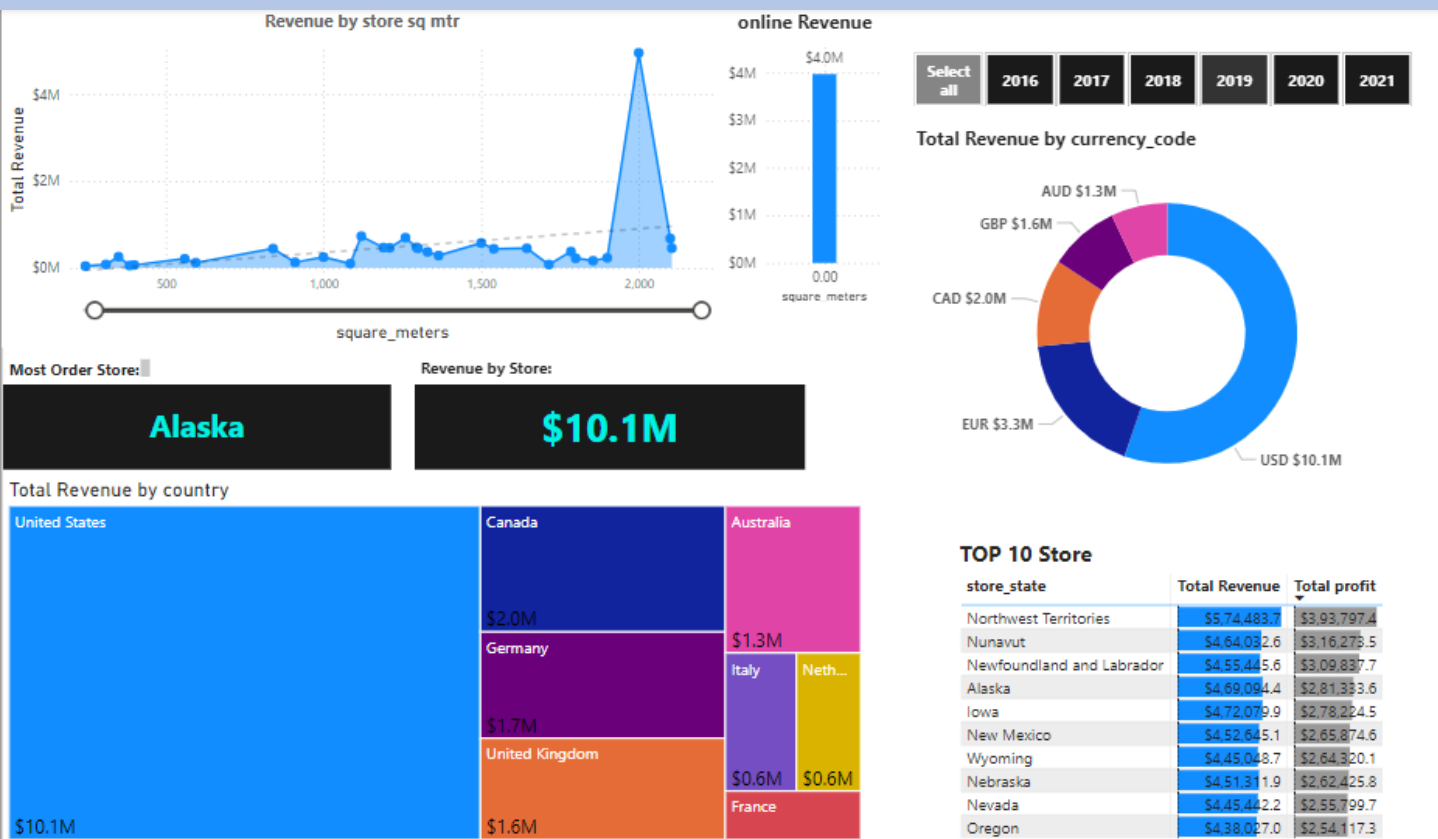
Store Performance

- **Revenue by Store Size:** There seems to be a positive correlation between store size and revenue, with a peak around 1500 square meters.
- **Online Revenue:** Online revenue has shown significant growth, particularly in 2020 and 2021.
- **Revenue by Currency:** USD is the dominant currency, followed by GBP and CAD.
- **Top Performing Stores:** Alaska is the top-performing store based on total revenue. The top 10 stores are primarily located in North America.

Potential Insights

- **Store Size Optimization:** Analyzing the relationship between store size and revenue can help determine the optimal store size for maximum profitability.
- **Online Channel Focus:** The strong growth of online revenue suggests a need to invest in e-commerce and digital marketing strategies.
- **Geographic Expansion:** The dominance of North American stores indicates potential for expansion into other regions.
- **Currency Fluctuations:** Monitoring exchange rates can impact overall revenue and profitability.

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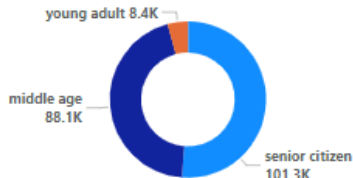
\$4,656.3

Revenue per Customer

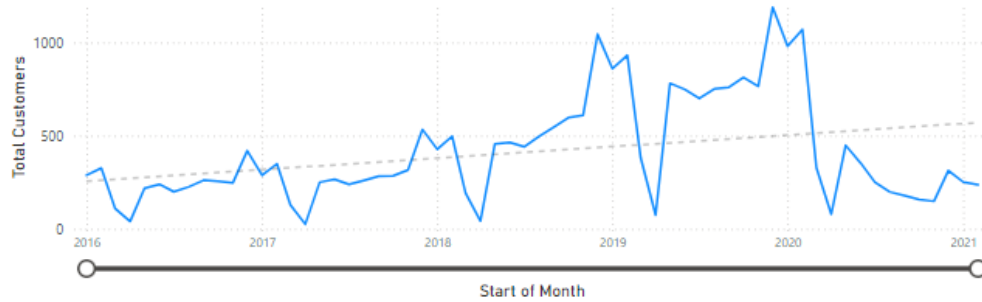
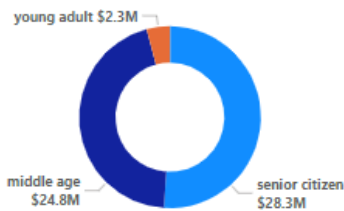
11.9K

Total Customers

Total orders by segment



Total Revenue by segment



TOP 100 Customers

customerkey	customer_name	Total orders	Total Revenue
1702221	Matthew Fleming	75	\$61,871.7
262871	Roy Le	32	\$49,704.9
1884663	Karen Jones	30	\$43,517.8
1969704	Zrina Topic	60	\$42,788.0
149955	Jaxon Fyans	23	\$42,395.4
220519	Jodi Hernandez	40	\$42,020.3
396944	Zane Belgrave	47	\$40,377.2
70912	Evie Wieck	51	\$38,607.6
143033	Mitchell Woodruff	18	\$38,299.4
1928466	Dennis Weissmuller	40	\$38,191.1
261356	Thomas Mull	26	\$37,368.0
1503831	Virgie Takacs	29	\$37,319.9
1373561	Ollie Davis	62	\$36,817.3
2001755	Mie Huus	54	\$36,067.5
271155	Monika Ward	26	\$35,960.8
1818102	Tyrone Lewis	63	\$35,806.2
1579183	Paul Warren	100	\$35,780.3

customer metric selection

Total Customers

Revenue per Customer

Top customer by max orders

Matthew Fleming

Revenue

\$61.9K

Orders

124

Year

2016

2021

Customer Analysis

The dashboard provides a comprehensive overview of customer behavior and performance metrics. It focuses on key areas such as customer demographics, revenue, orders, and top customers.

Key Metrics

- **Total Customers:** 11.9K
- **Total Orders:** 8.4K (Young Adult), 88.1K (Middle Age), 101.3K (Senior Citizen)
- **Total Revenue:** \$2.3M (Young Adult), \$24.8M (Middle Age), \$28.3M (Senior Citizen)
- **Revenue per Customer:** \$4,656.3
- **Top Customer:** Matthew Fleming with 75 orders and \$61,871.7 in revenue

Customer Segmentation

The dashboard divides customers into three segments: Young Adult, Middle Age, and Senior Citizen.

- **Middle Age** is the largest customer segment with the highest number of orders and total revenue.
- **Senior Citizen** has the highest average order value based on the total revenue per segment.

Customer Behavior

- Customer base has grown steadily from 2016 to 2021.
- Middle-aged customers are the most active, contributing the most to overall revenue and orders.
- Senior citizens have a higher average spending per customer.

Top Customers

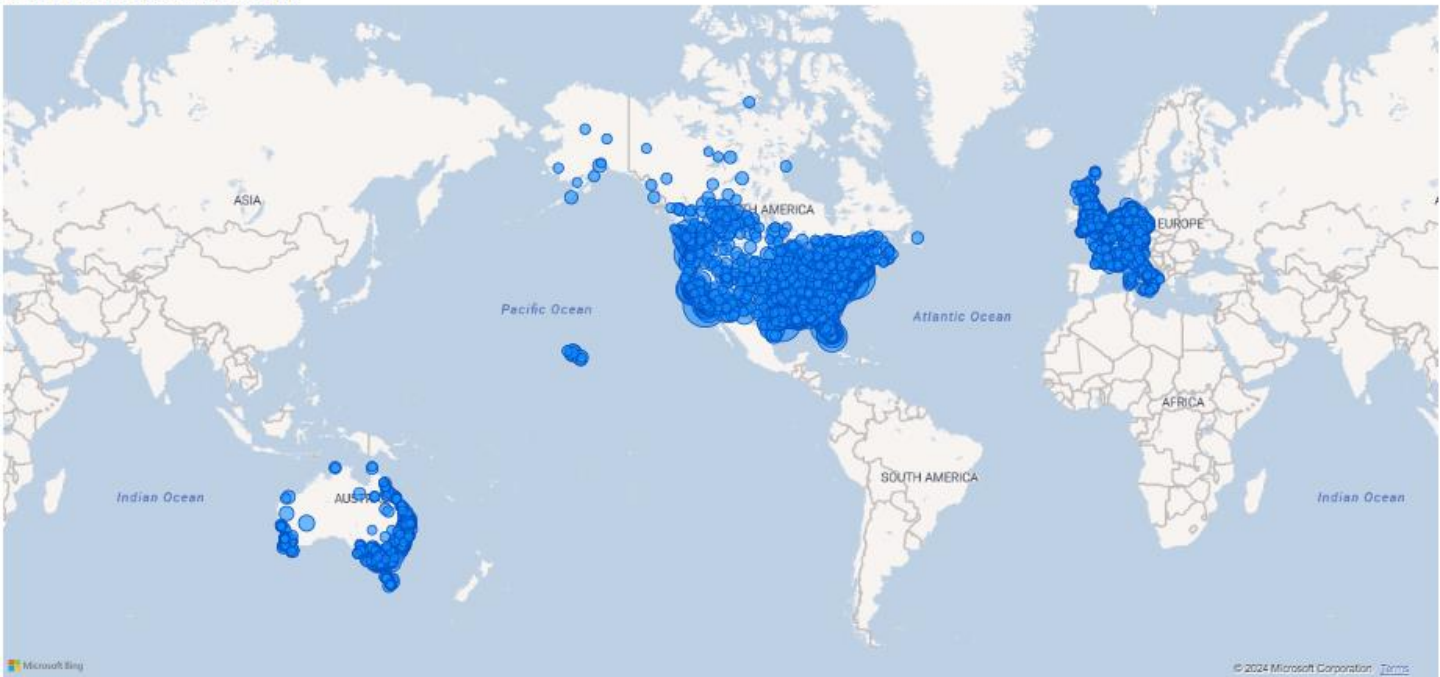
- Matthew Fleming is the top customer with the highest number of orders and total revenue.
- The list of top 100 customers provides valuable insights into high-value customers.

Potential Insights

- Targeting middle-aged customers could be a key growth strategy due to their high spending and order volume.
- Understanding the factors driving higher spending among senior citizens could inform product development and marketing efforts.
- Analyzing the purchasing behavior of top customers can help identify product preferences and loyalty drivers.
- Customer lifetime value analysis could provide deeper insights into customer profitability.

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Total Revenue by country and city



City-Wise Map Analysis

The provided map visualizes total revenue by country and city, with a clear focus on North America, Europe, and Asia. The use of blue circles, varying in size, represents the revenue generated by each city.

Key Observations

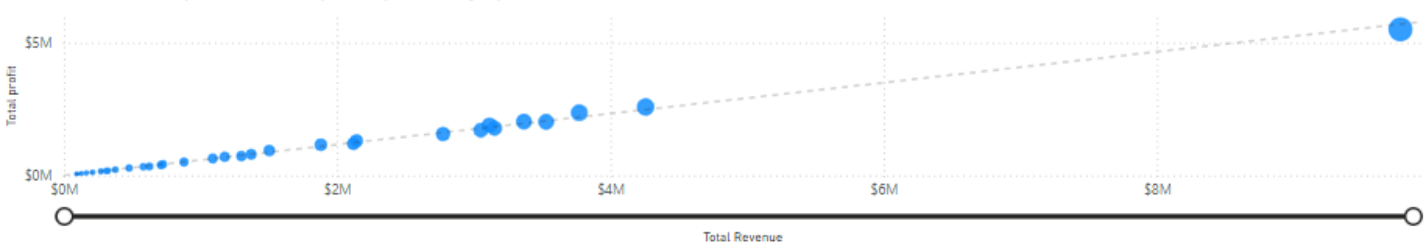
- **Regional Disparity:** The map highlights a significant revenue concentration in North America and Europe, with a smaller cluster in Asia. This suggests a higher market penetration and customer base in these regions.
- **Urban Dominance:** Revenue is primarily generated from urban areas, indicated by the clustering of larger circles in major cities. This emphasizes the importance of urban centers for business operations.
- **City-Level Variation:** Within regions, there is substantial variation in revenue generation among cities. Some cities exhibit significantly larger revenue circles compared to others, indicating potential market leaders or high-performance locations.
- **Data Limitations:** While the map provides a general overview, it lacks specific city names or labels, making it challenging to identify individual cities and their corresponding revenue.

Potential Insights

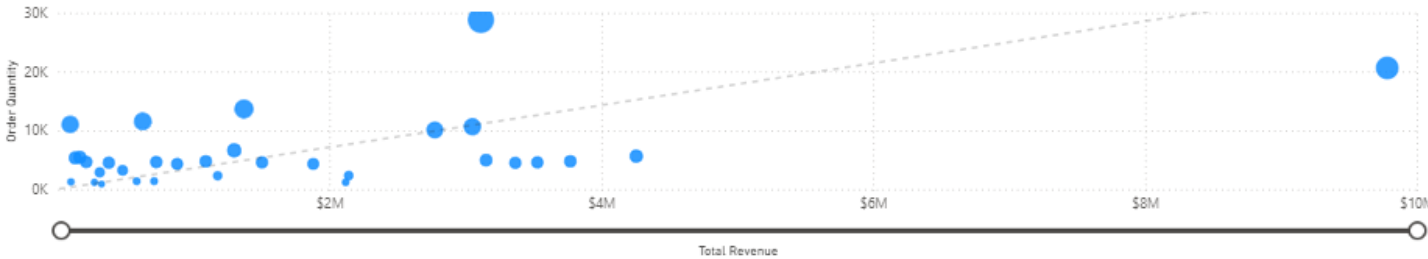
- **Market Segmentation:** Analyzing the distribution of revenue across cities can help identify potential market segments and target specific urban areas for growth.
- **Competitive Analysis:** Comparing the map with competitor data can reveal areas of overlap and opportunity for differentiation.
- **Resource Allocation:** Understanding the revenue-generating capacity of different cities can inform resource allocation decisions, such as marketing budgets or sales force distribution.
- **Data Enrichment:** Adding city-level data, such as population, GDP, or consumer spending, can provide additional insights into the factors driving revenue performance.

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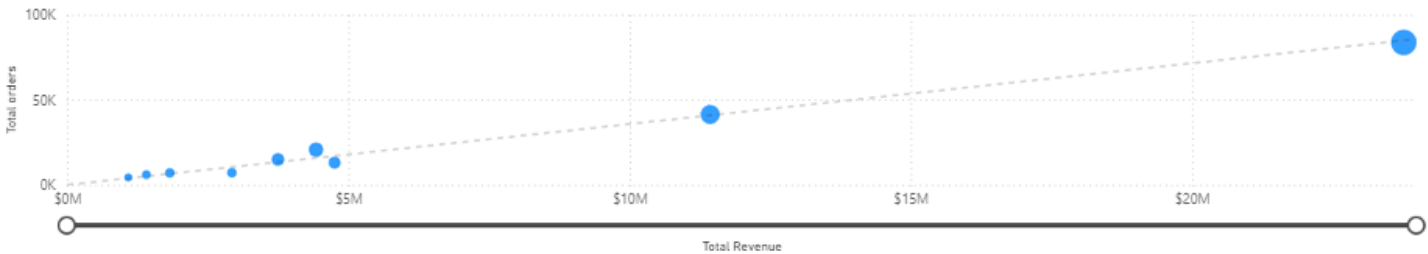
Total Revenue, Total profit and Total profit by subcategory



Total Revenue by subcategory



Total Revenue by store_country



Scatter Plot Analysis

The three scatter plots that analyze the relationship between total revenue and different metrics: total profit, order quantity, and total orders.

Scatter Plot 1: Total Revenue vs. Total Profit

- Trend:** There's a positive correlation between total revenue and total profit. As total revenue increases, total profit also tends to increase.
- Outliers:** A few data points deviate significantly from the general trend, indicating potential anomalies or exceptional cases.

Scatter Plot 2: Total Revenue vs. Order Quantity

- Trend:** A positive correlation is observed between total revenue and order quantity. Higher revenue tends to be associated with a larger number of orders.
- Spread:** The data points are relatively scattered, suggesting some variability in the relationship.

Scatter Plot 3: Total Revenue vs. Total Orders

- Trend:** Similar to the previous plot, a positive correlation exists between total revenue and total orders.
- Spread:** The data points exhibit a wider spread compared to the order quantity plot, indicating more variation in the relationship.

Potential Insights

- The positive correlation between total revenue and total profit indicates that increasing sales generally leads to higher profitability.
- The relationship between total revenue and order quantity suggests that higher sales volumes contribute to increased revenue.
- Analyzing the outliers in the first plot could reveal factors influencing exceptional performance or underperformance.