

E-COMMERCE SALES DATA

01-05-2019

05-06-2019

23.29M

ORDERED_REVENUE

10M

VIEWS

106.21K

REP_OOS

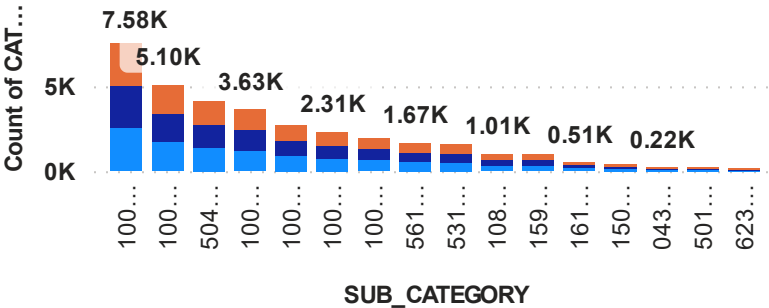
SKU Name C120[H:8NV

C120[H:8NV

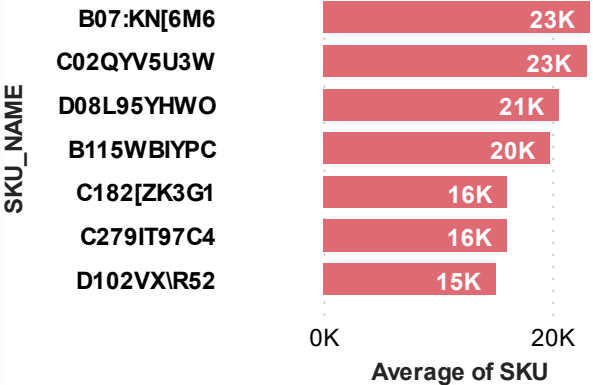
0.18

Subcategory has Grown Slowest Relative to the Category Present

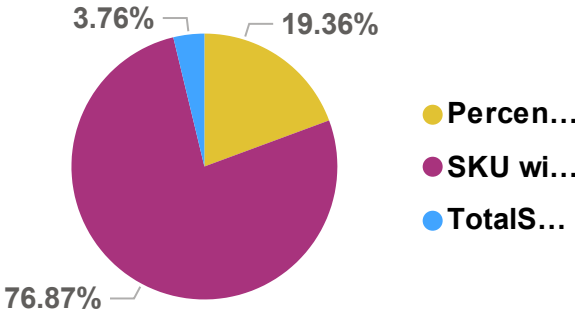
Count of CATEGORY Count of Level 2 Su... Count of HighL...



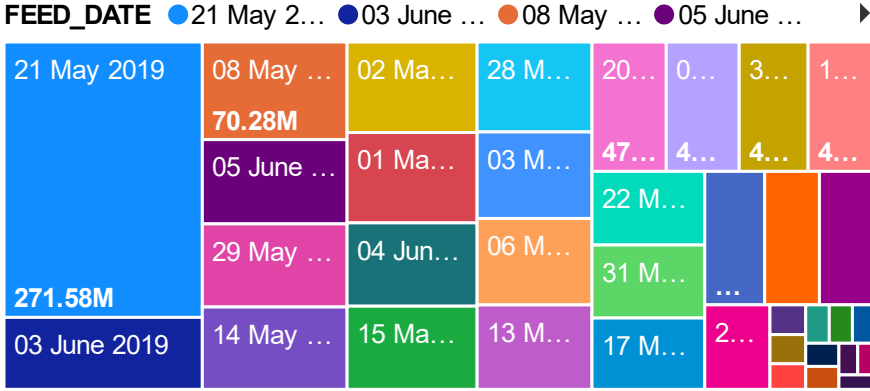
Most Expensive SKU



Percentages of SKU with Revenue



Sales Event by Date



1. Identify the most expensive SKU, on average, over the entire time period.

SKU_NAME

B00;3H5XG9

B00[09IWHS

B004FMWNKW

B004RU\O1U

B004WQ8HS6

B006KSCQKJ

B007LUCJZW

B00DHPE[3Z

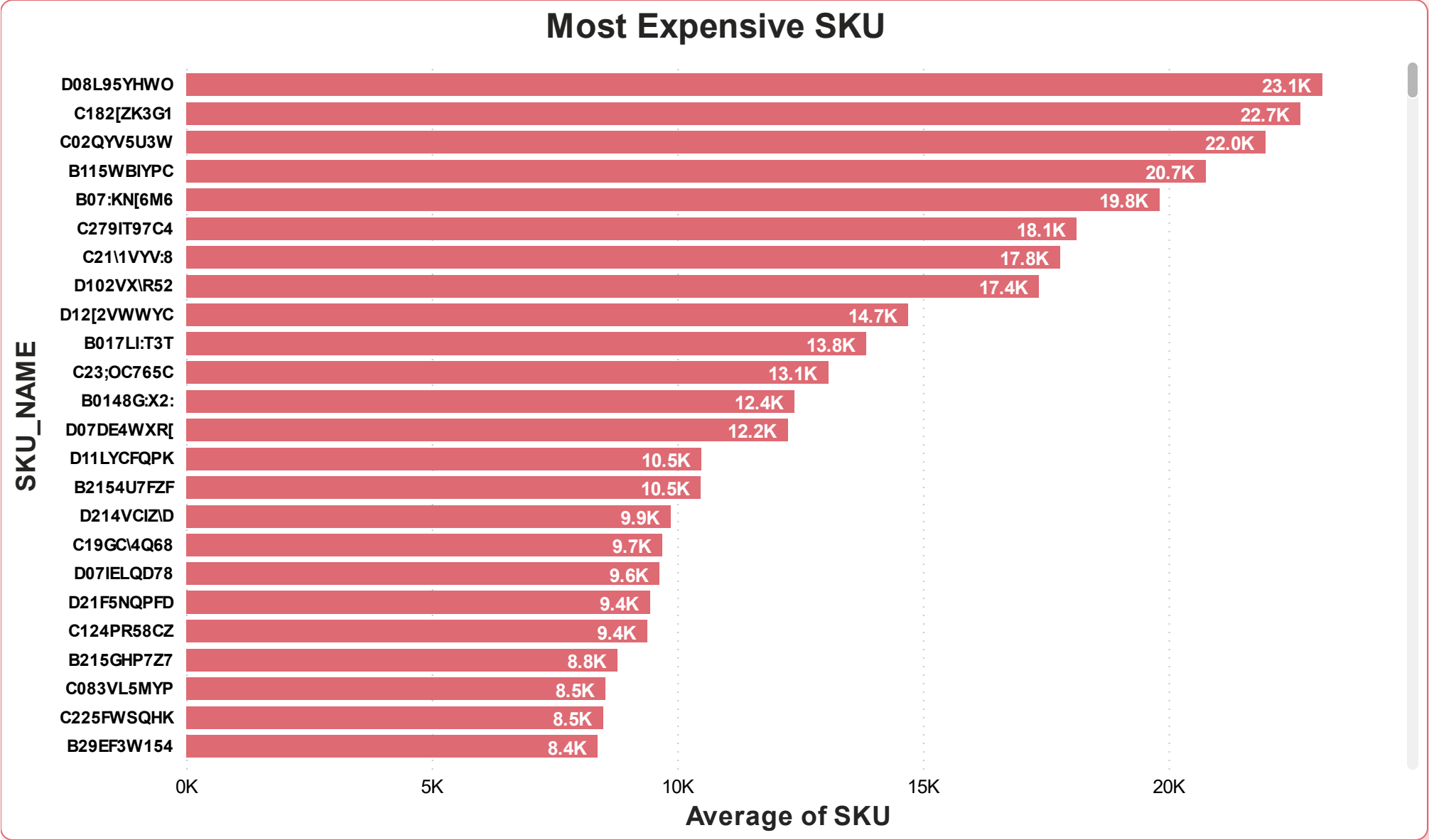
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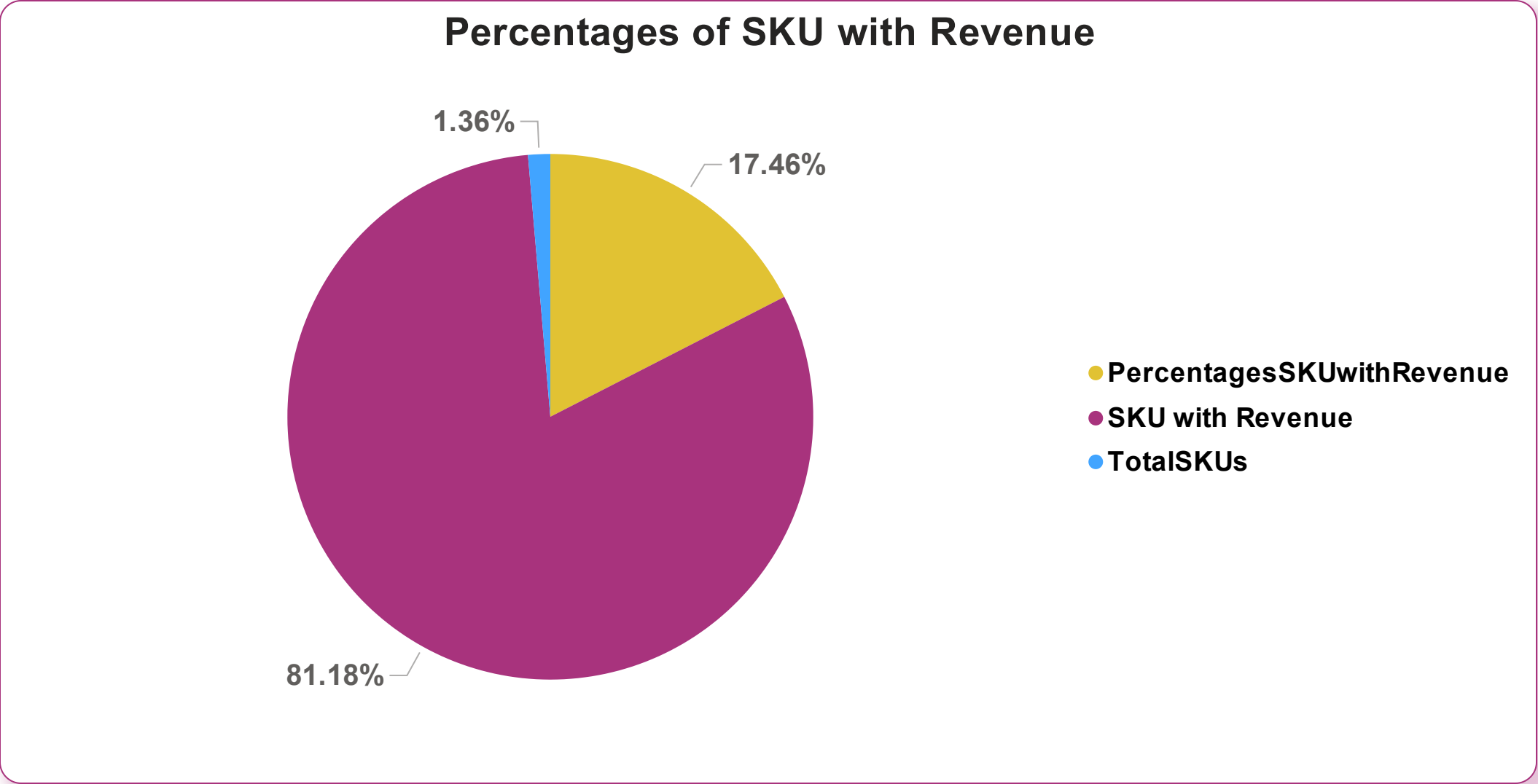
B012GU7SOL

B012JWTJDC

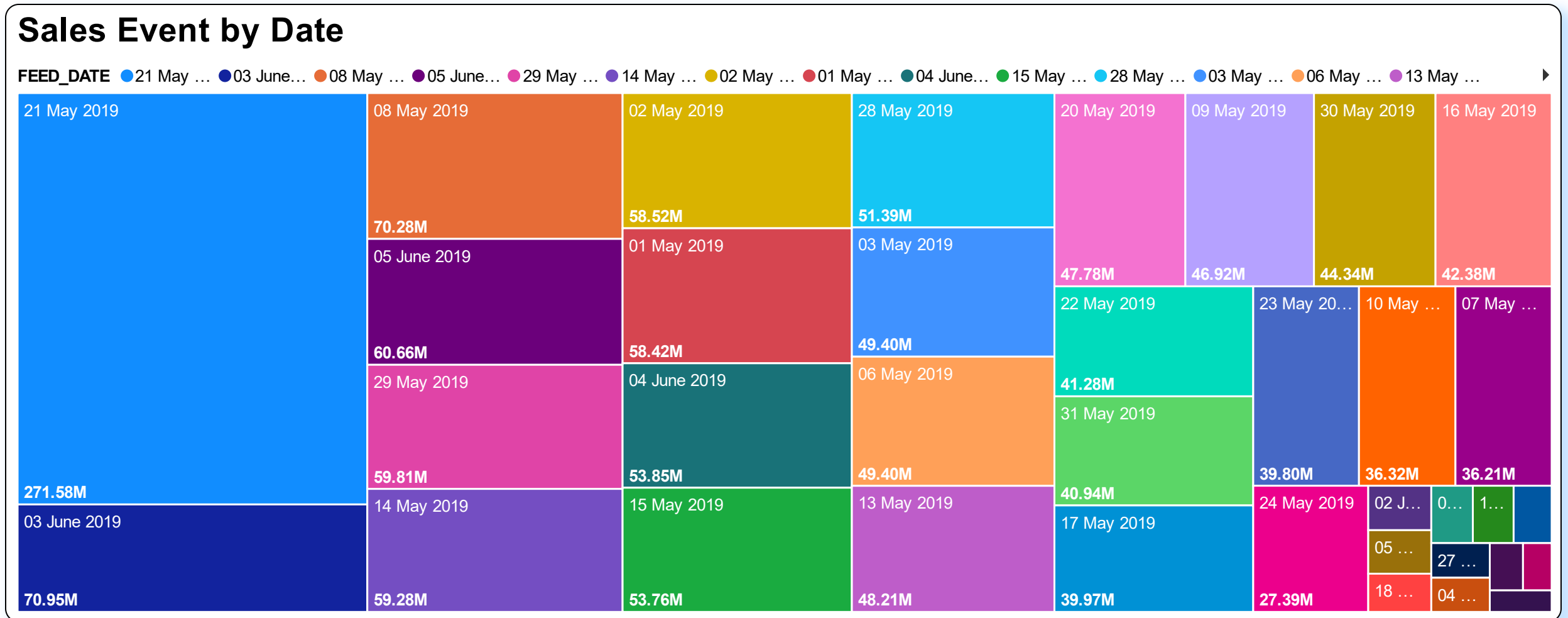
B013WPQZ2U



2. What % of SKUs have generated some revenue in this time period?



3. Somewhere in this timeframe, there was a Sale Event. Identify the dates.



4. Dependent on 3) Does having a sale event cannibalize sales in the immediate aftermath? Highlighting a few examples would suffice.

(brownie points - determine a statistical metric to prove/disprove this).

CATEGORY ▼	Sum of SalesAmount	Sales After Event	SalesDuringEvent	SaleEvent
6200 PC Accessories	16,45,404.14	57,670.52	15,87,733.62	1
5600 Video Components	35,21,30,159.98	55,29,564.70	34,66,00,595.28	1
5300 Headphones	1,90,96,312.62	29,04,494.43	1,61,91,818.19	1
5000 Portable Media Players	40,23,66,260.61	66,89,657.86	39,56,76,602.75	1
1600 Sony PSP Games and Software	1,20,23,850.98	7,20,605.58	1,13,03,245.40	1
1500 Tablet Accessories	5,73,80,117.36	44,50,327.77	5,29,29,789.59	1
10800 Xbox One Accessories	35,39,55,090.41	1,25,198.53	35,38,29,891.88	1
1000 Inputs	75,02,80,95,428.13	96,75,75,244.69	74,06,05,20,183.44	1
0400 Computer Peripherals	6,59,15,134.42	8,68,354.32	6,50,46,780.10	1
0100 Wireless Phones	0.00	0.00	0.00	0
Total	76,29,26,07,758.65	98,89,21,118.40	75,30,36,86,640.25	1

5. In each category, find the subcategory that has grown slowest relative to the category it is present in. If you were handling the entire portfolio, which of these subcategories would you be most concerned with?

- SUB_CATEG... ▾
- ☐

0191 Conne...
- ☐

0430 Comp...
- ☐

0435 Webca...
- ☐

0455 Keybo...
- ☐

0460 Mice - ...
- ☐

0499 Comp...
- ☐

1001 Keybo...
- ☐

1002 Mice
- ☐

1003 Comp...
- ☐

1004 Comp...
- ☐

1005 Webca...
- ☐

1006 Gamep...
- ☐

1007 Other I...
- ☐

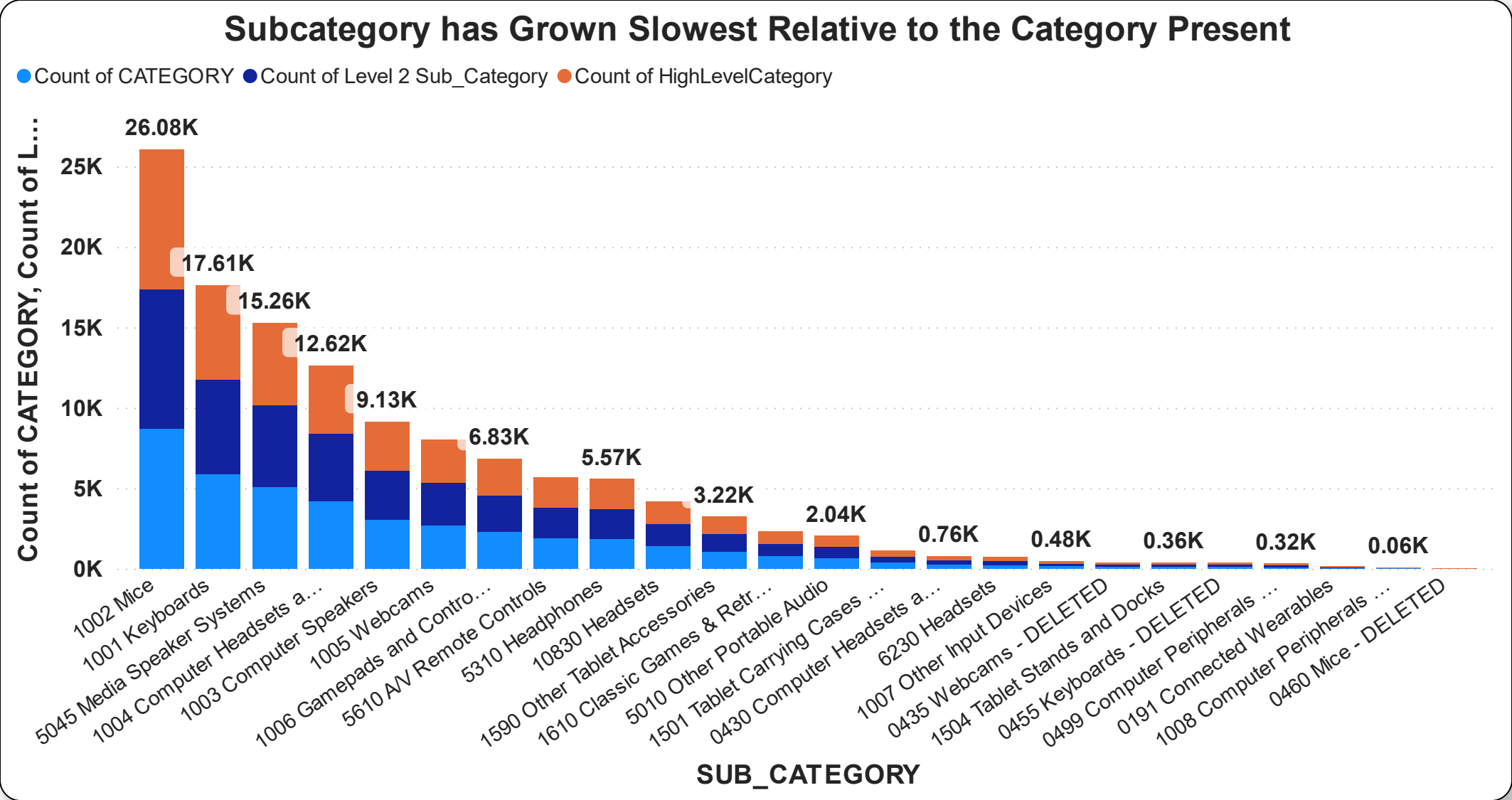
1008 Comp...
- ☐

10830 Head...
- ☐

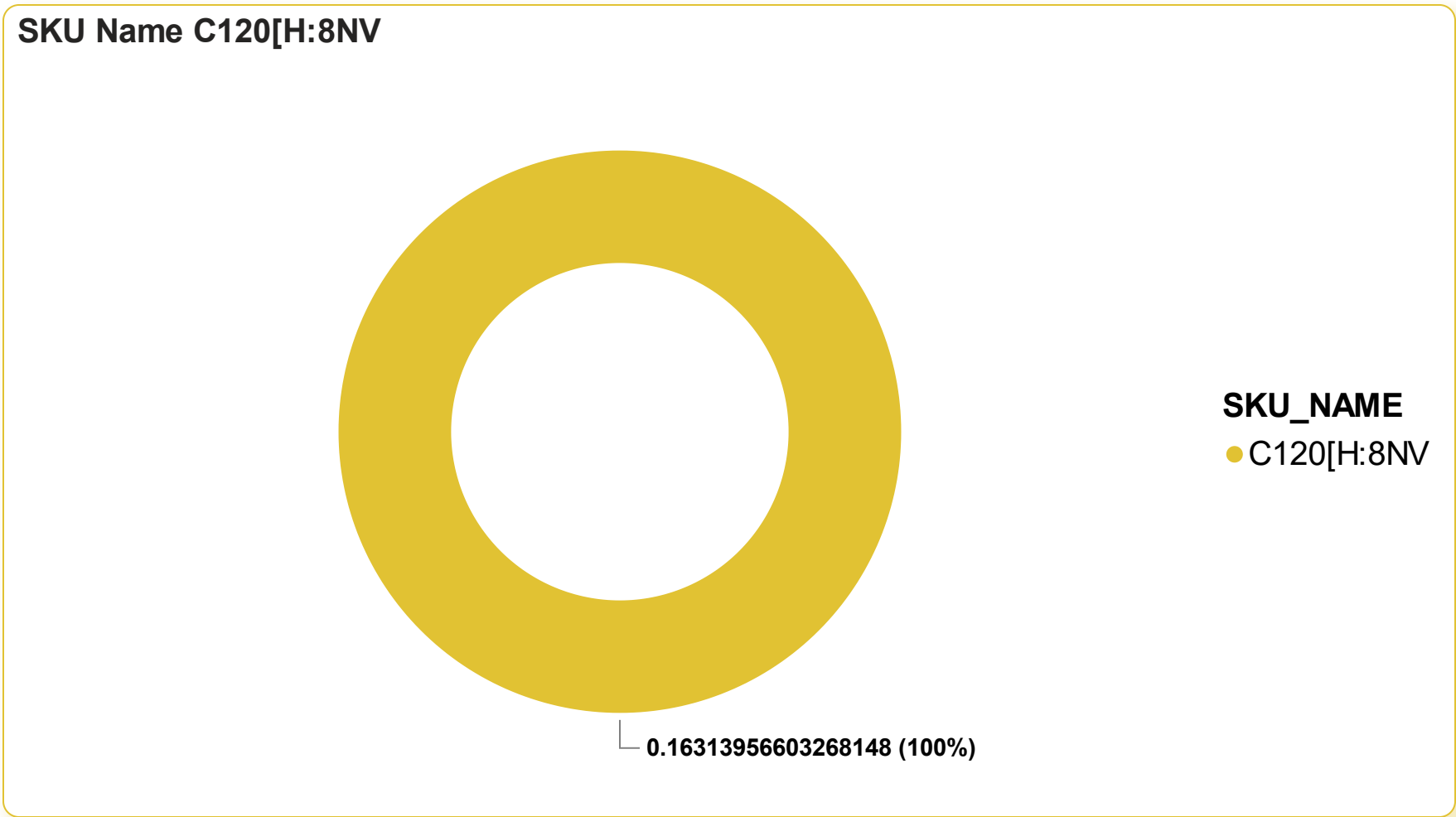
1501 Tablet ...
- ☐

1504 Tablet ...
- ☐

1590 Other T...



7.For SKU Name C120[H:8NV, discuss whether Unit Conversion (Units/Views) is affected by Average Selling Price.



6.Highlight any anomalies/mismatches in the data that you see, if any. (In terms of data quality issues).

ANS:

Data Range Issues: data range issues, such as negative values where they are not expected or values that exceed logical bounds.

Duplicate Data: Look for duplicate records in dataset, which can affect aggregations and summaries.