Project 1: Looker Analysis in ecommerce

Percent of Total Sales/Category
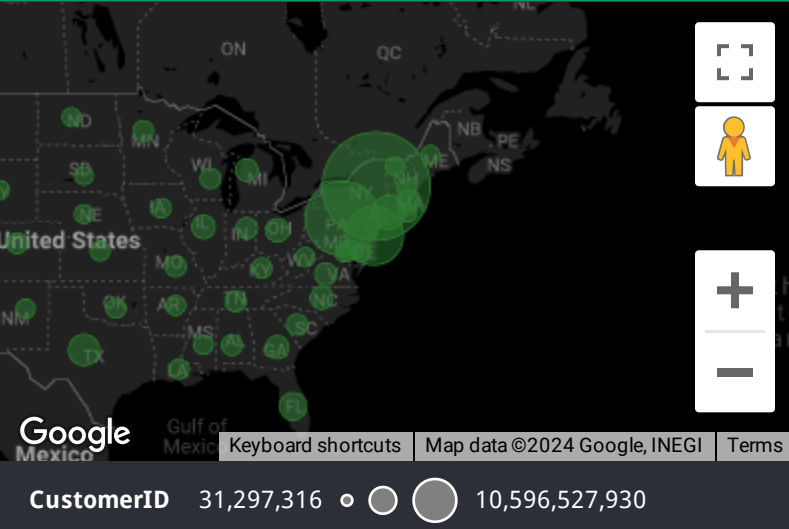
- BEDDING — 49.1%
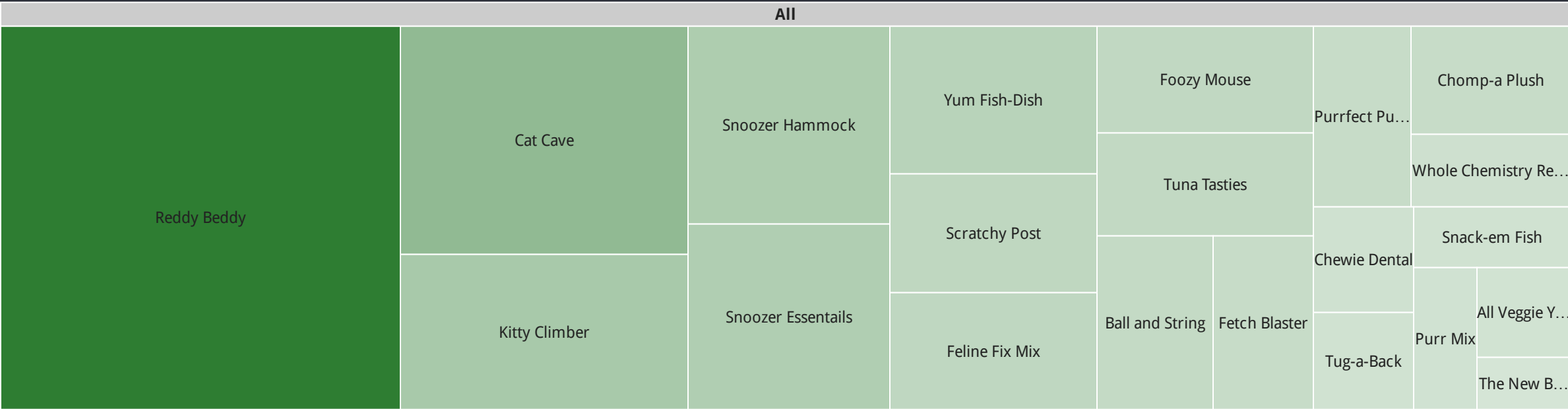- TOY — 26.2%
- TREAT — 15.3%
- FOOD — 9.4%
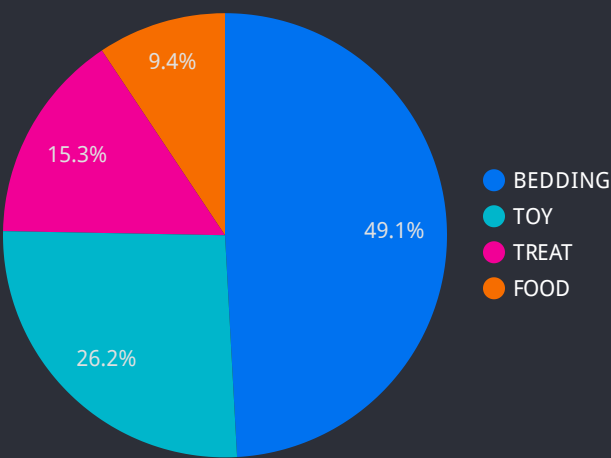
Age Group/Total Sales

	Age	total_sales
1.	25	2,535
2.	26	2,480
3.	27	2,458
4.	24	2,434
5.	28	2,394
6.	29	2,350
7.	23	2,180
8.	30	2,164

1 - 52 / 52

Population

Keyboard shortcuts   Map data ©2024 Google, INEGI   Terms

CustomerID   31,297,316   10,596,527,930

Popular Product

All

Reddy Beddy

Cat Cave

Kitty Climber

Snoozer Hammock

Snoozer Essentails

Yum Fish-Dish

Scratchy Post

Feline Fix Mix

Foozy Mouse

Tuna Tasties

Ball and String

Fetch Blaster

Chewie Dental

Tug-a-Back

Purrfect Pu...

Purr Mix

Chomp-a Plush

Whole Chemistry Re...

Snack-em Fish

All Veggie Y...

The New B...

Total Sales by Month

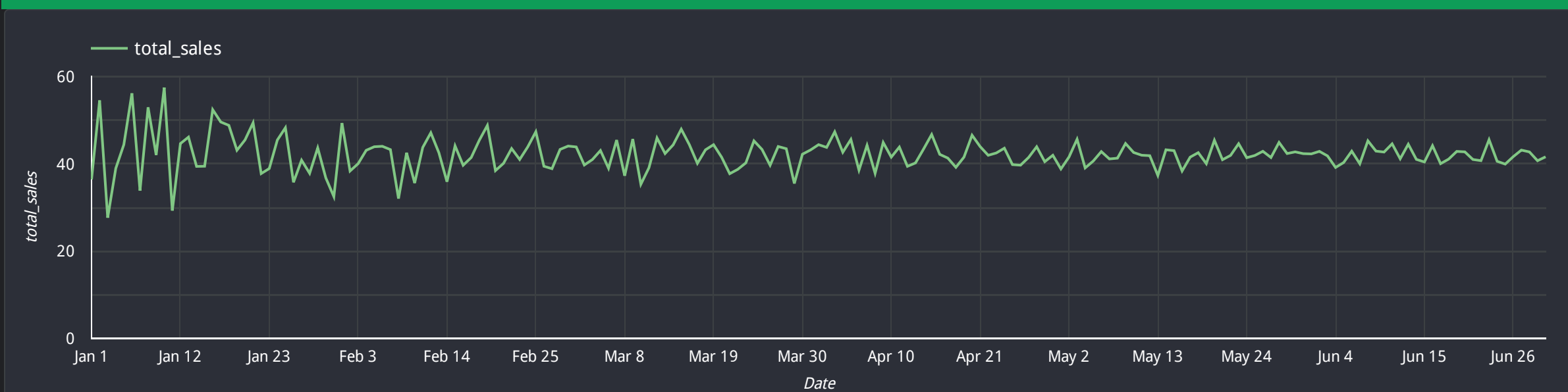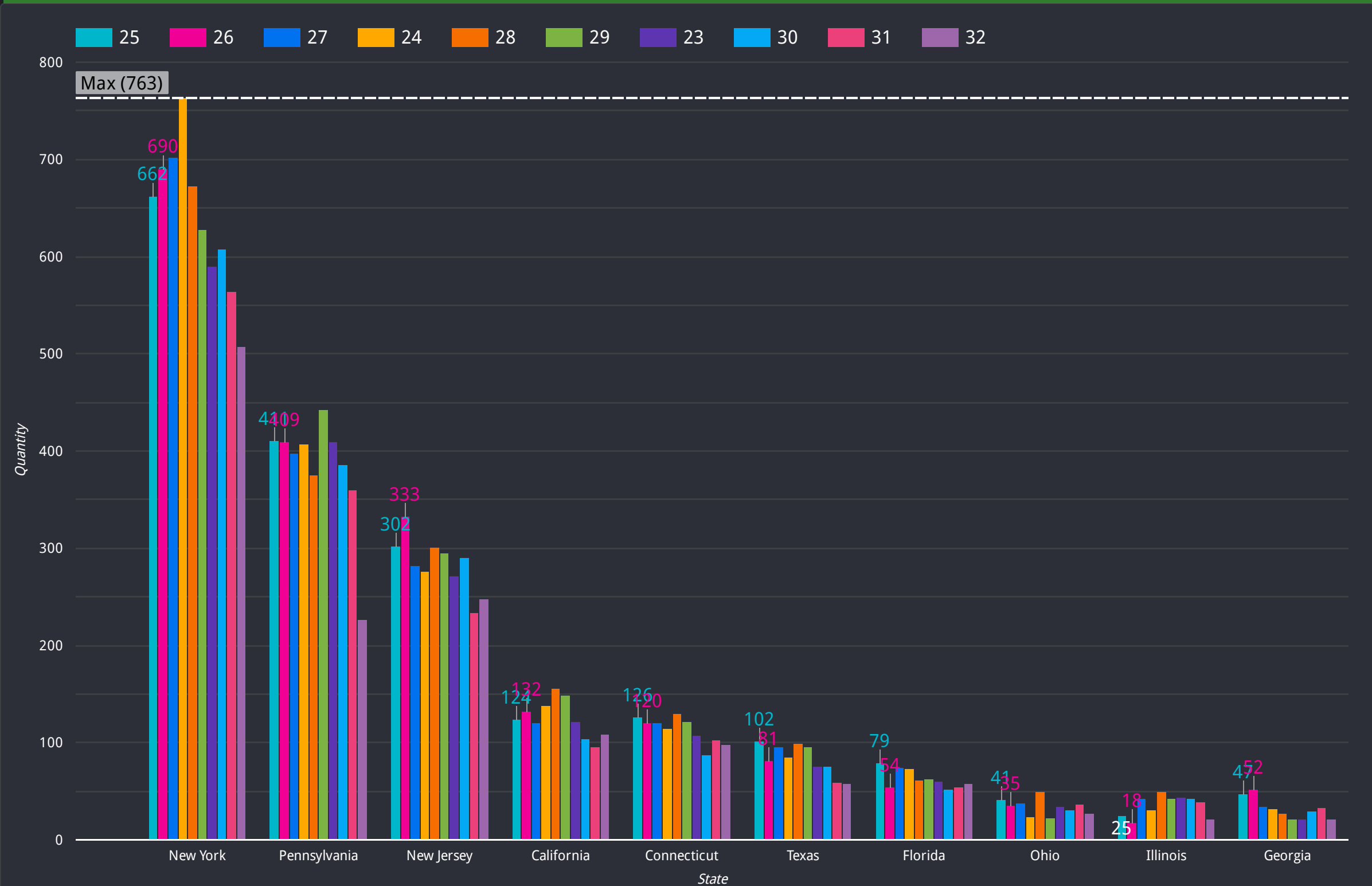|	
Jan 1, 2021	619.43
Jan 2, 2021	1,200.15
Jan 3, 2021	193.68
Jan 4, 2021	38.97
Jan 5, 2021	844.08
Jan 6, 2021	1,404.53
Jan 7, 2021	1,591.95
Jan 8, 2021	2,171.99
Jan 9, 2021	883.23
Jan 10, 2021	747.39
Jan 11, 2021	175.78
Jan 12, 2021	1,161.06
Jan 13, 2021	1,568.77
Jan 14, 2021	2,050.24
Jan 15, 2021	2,368
Jan 16, 2021	1,467.94
Jan 17, 2021	1,091.14
Jan 18, 2021	1,269.7
Jan 19, 2021	2,329.15
Jan 20, 2021	2,092.91
Jan 21, 2021	2,619.47
Jan 22, 2021	2,228.95
Jan 23, 2021	2,258.35
Jan 24, 2021	1,818.85
Jan 25, 2021	2,704.36
Jan 26, 2021	1,538.88

Total_Sales vs. Time
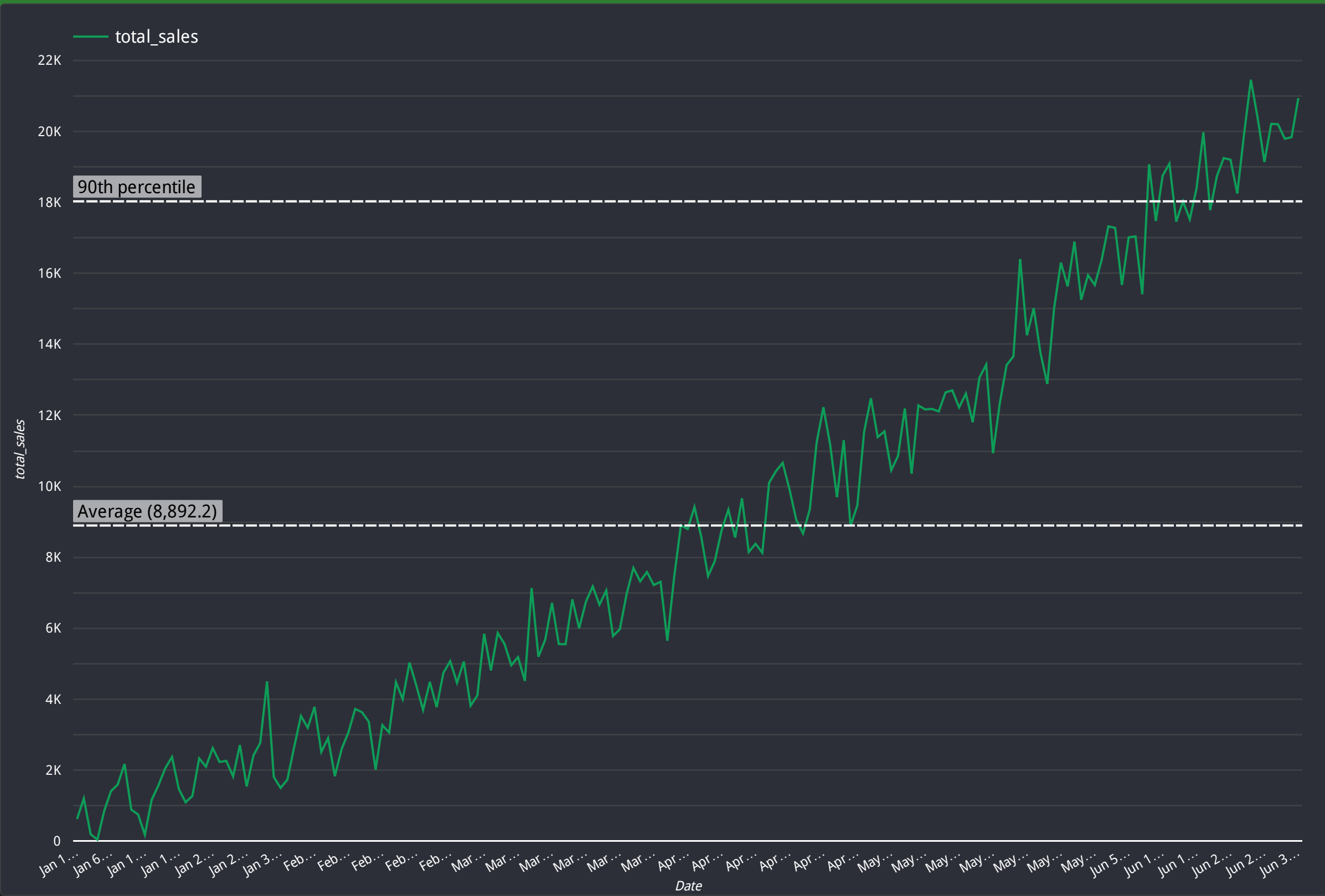
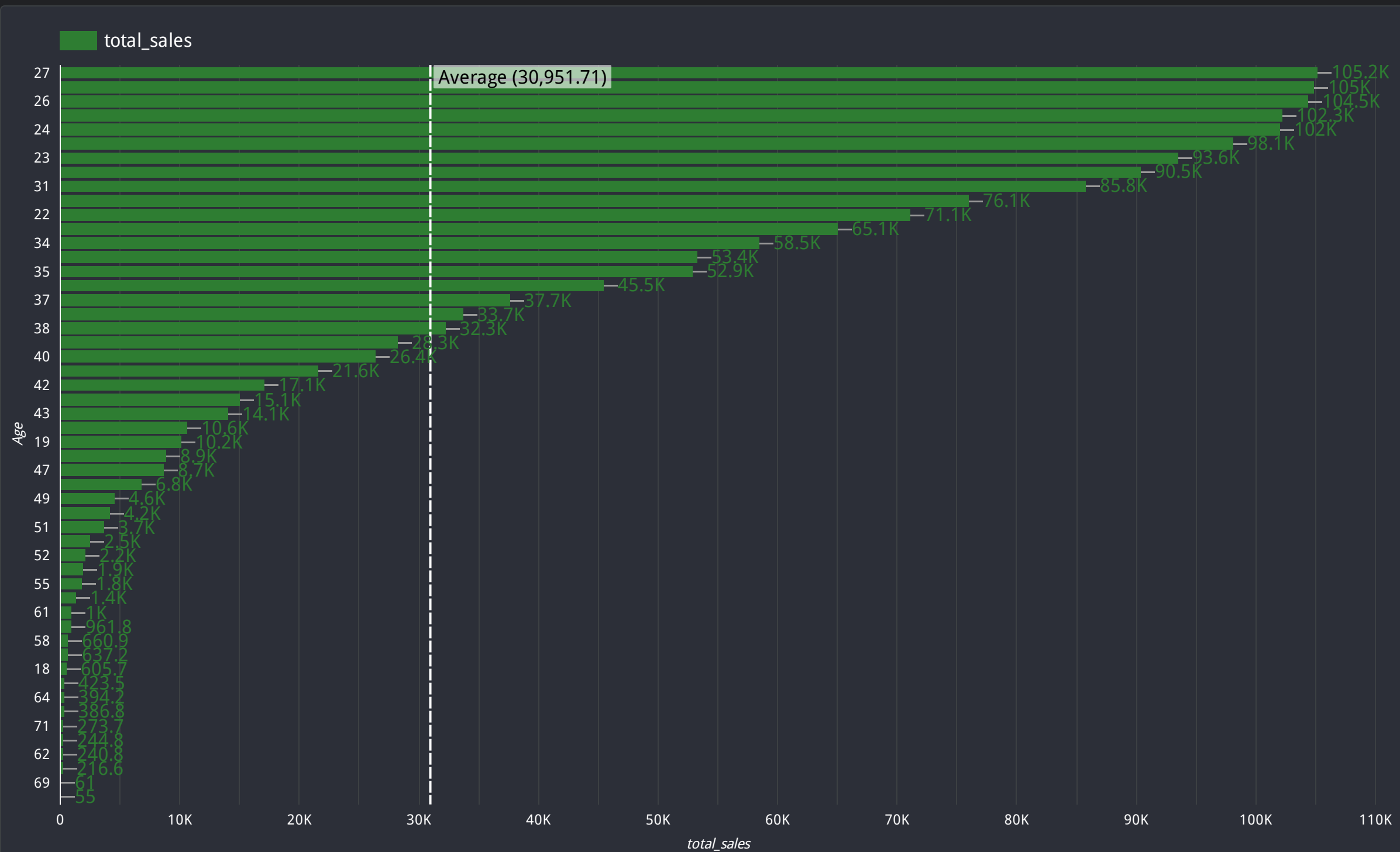# Total Sales throughout the day
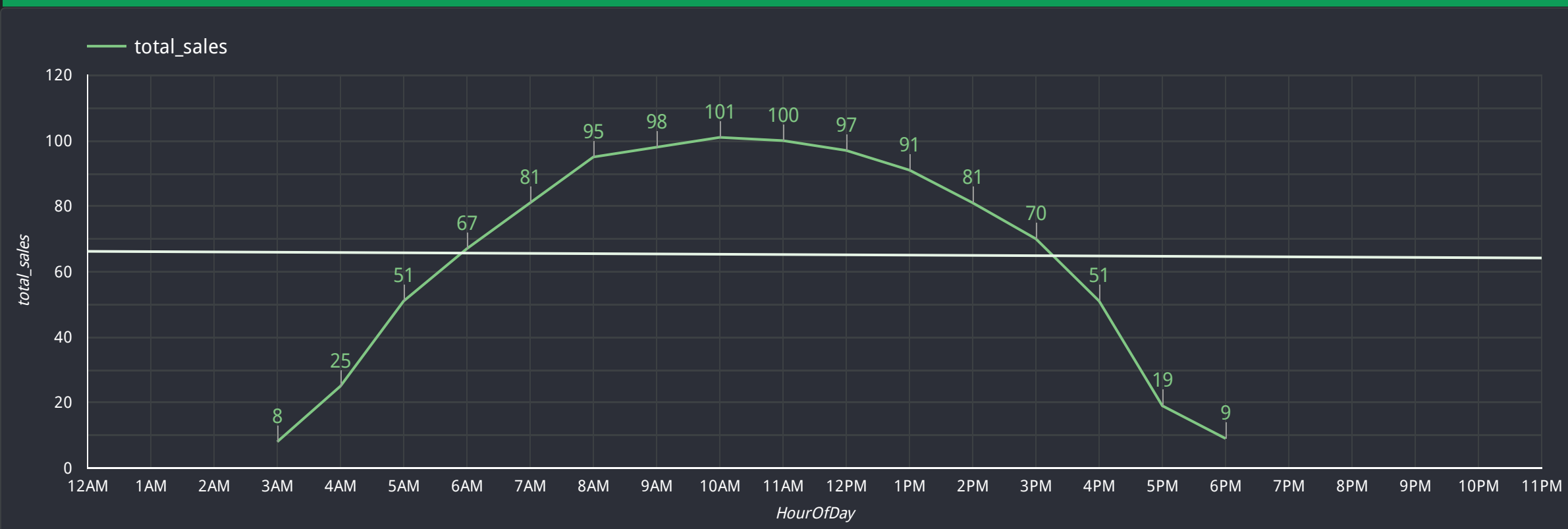
Average Sales January 1st - June 30th

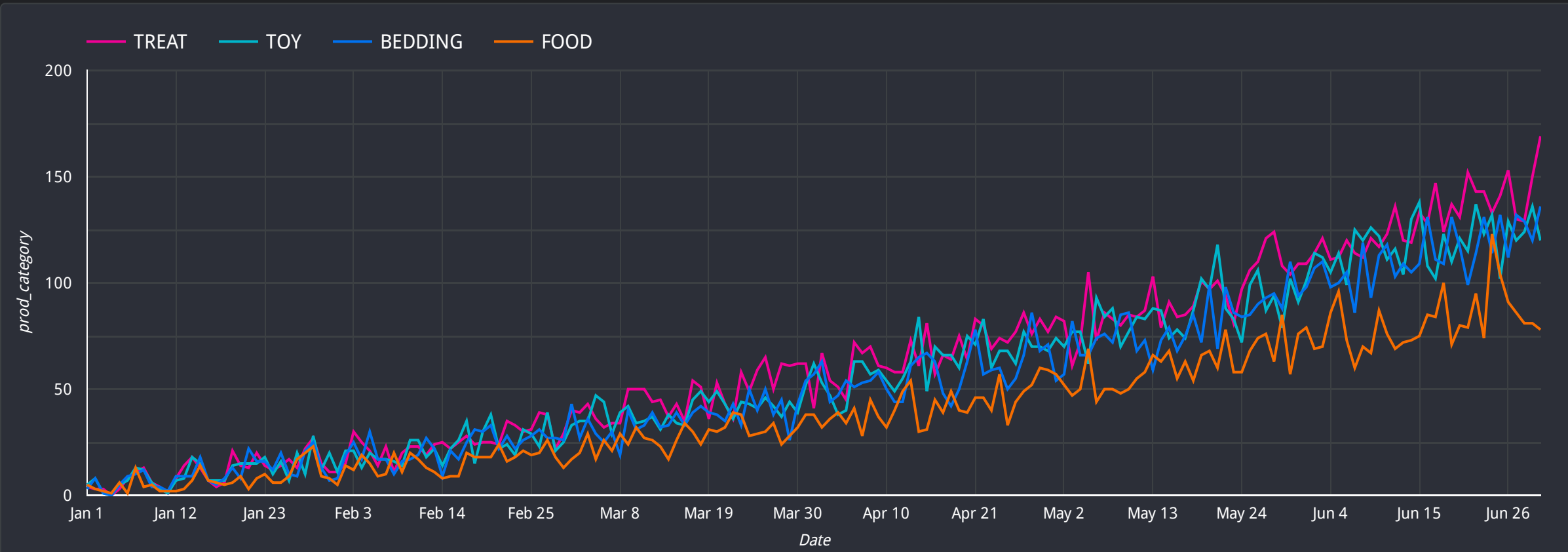Age/State vs. Quantity (Legend: Age)(Transactions Made)

Age vs. Total_Sales

total_sales

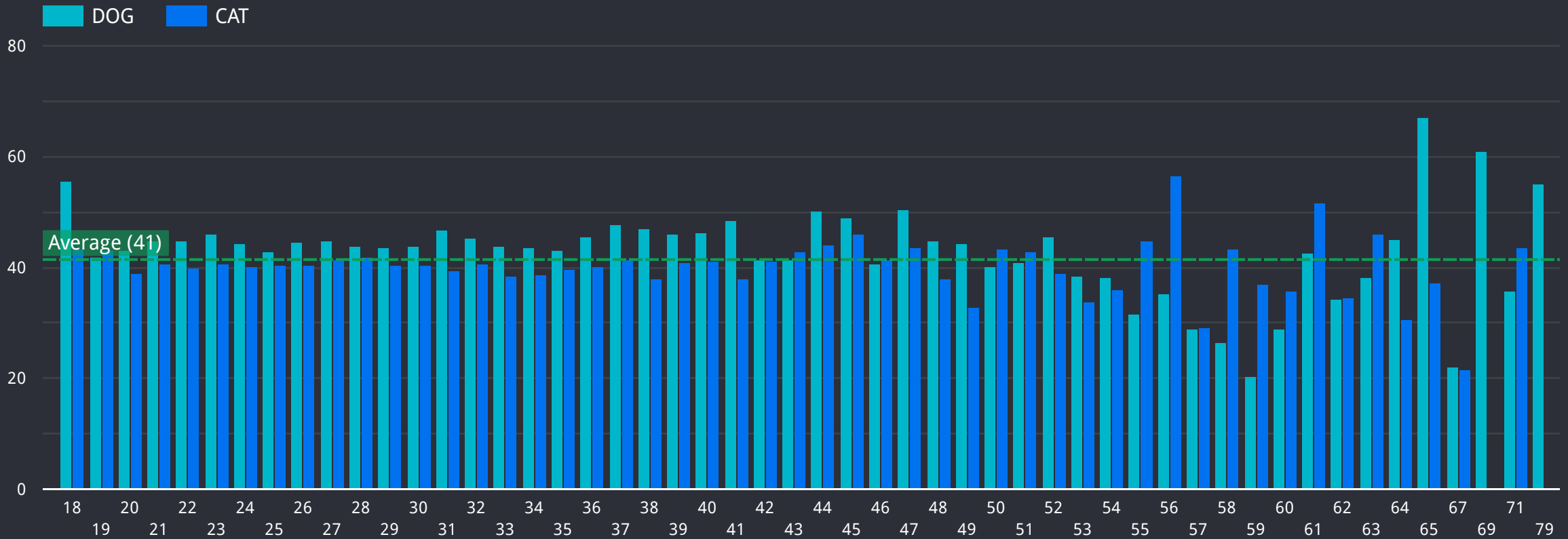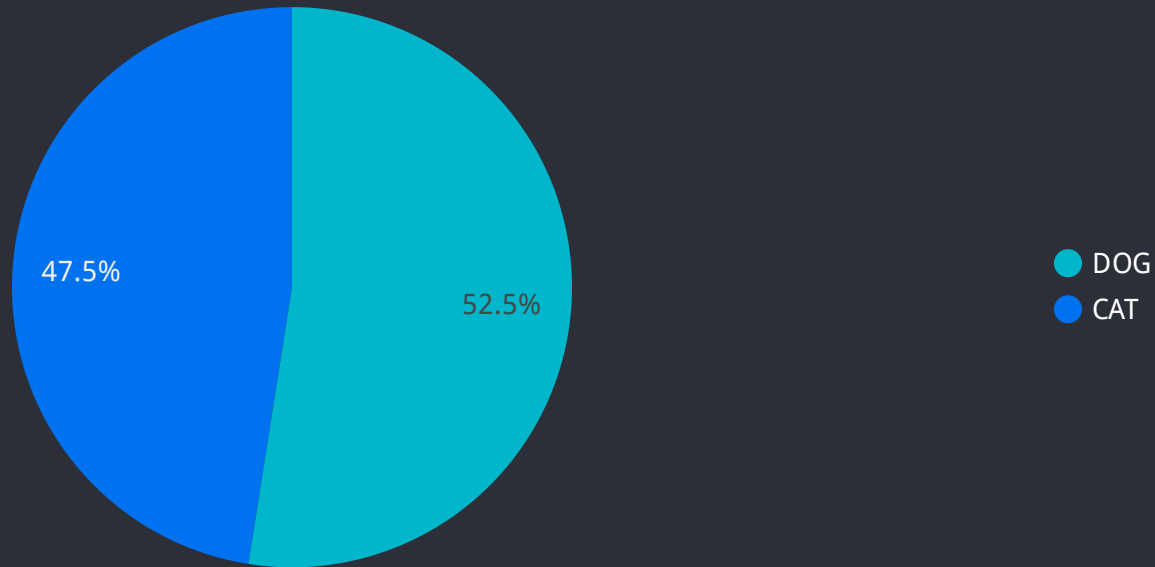| Age	total_sales
27	105.2K
	105K
26	104.5K
24	102.3K
	102K
23	98.1K
	93.6K
31	90.5K
	85.8K
22	76.1K
	71.1K
34	65.1K
	58.5K
35	53.4K
	52.9K
37	45.5K
	37.7K
38	33.7K
	32.3K
40	28.3K
	26.4K
42	21.6K
	17.1K
43	15.1K
	14.1K
19	10.6K
	10.2K
47	8.9K
	8.7K
49	6.8K
	4.6K
51	4.2K
	3.7K
52	2.5K
	2.2K
55	1.9K
	1.8K
61	1.4K
	1K
58	961.8
	660.9
18	637.2
	605.7
64	423.5
	394.2
71	386.8
	273.7
62	244.8
	240.8
69	216.6
	61
	55

Average (30,951.71)

How many products sold in each State?

prod_title	New York	Pennsylvania	New Jersey	California	Connecticut	Texas	Florida	Illinois	Ohio	State / Quantity Georgia
Reddy Beddy	1,853	1,134	826	383	279	266	203	87	95	102
Yum Fish-Dish	1,050	721	581	231	235	185	141	70	71	64
Kitty Climber	948	570	387	178	159	149	86	50	39	36
Feline Fix Mix	925	581	379	156	160	138	79	55	46	45
Tuna Tasties	809	521	378	163	156	146	82	49	37	41
Chewie Dental	661	464	322	130	105	104	90	48	49	24
Purrfect Puree	680	403	284	167	120	73	65	50	47	45
Whole Chemi...	729	391	260	139	109	95	88	38	40	35
Cat Cave	668	431	258	143	140	68	61	37	38	34

Trend Analysis: Product vs. Time

Average Sales across Age and Pet Type

Pie chart:
- DOG: 52.5%
- CAT: 47.5%

Legend: DOG, CAT

Bar chart legend: DOG, CAT

Average (41)

Y-axis: 0, 20, 40, 60, 80

X-axis (Age): 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 67, 69, 71, 79

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