



CERTIFICATE OF ACHIEVEMENT

THIS CERTIFICATE PROUDLY PRESENTED TO

Rohini Tembhurnikar

as recognition for being the **runner-up** in the #DataDNA challenge
for the month of January 2025.

Leon Gordon

LEON GORDON
MANAGER

SPONSORED BY



Merchandise Sales Dashboard

Onyx Data



Sales
856.46K

-86.08% v PM



Orders
7394

-86.87% v PM



Quantity
12,334

-86.05% v PM



Product Category Metrics

● Clothing ● Ornaments ● Other

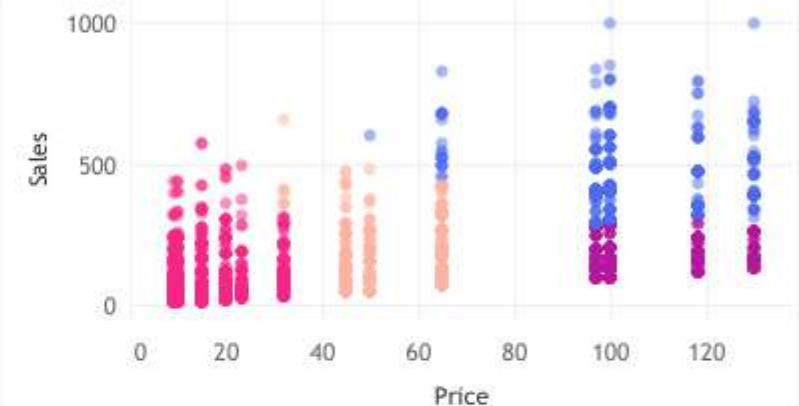


Top Products by Quantity

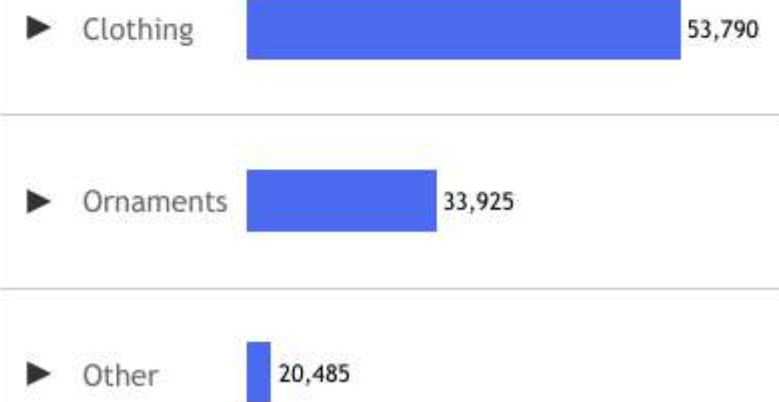
Rank	Product ID	Sales	Orders	Quantity
1	BF1548	190,640	1,497	2,421
2	BF1551	47,660	944	1,586
3	BF1550	139,691	750	1,273
4	BF1543	144,395	721	1,220
5	BF1544	28,161	732	1,219
6	BF1545	26,630	569	1,023
7	BF1554	27,070	442	755
8	BF1549	88,790	378	628
9	BF1547	26,554	326	562
10	BF1546	73,685	358	555
11	BF1552	31,015	323	503
12	BF1553	23,505	221	362
13	BF1555	8,666	133	227

Price vs Sales

● LSLP ● HSLP ● HSHP ● LSHP



Shipping Charges by Category



Note: Click bars to toggle between Category and Product

Merchandise Sales Dashboard

Onyx Data



International Domestic



Product



Location



Customer



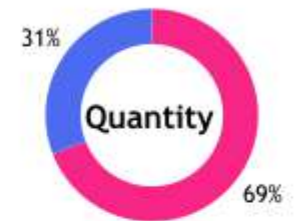
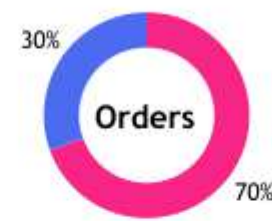
Review & Rating

AVG Shipping Charges

47.98

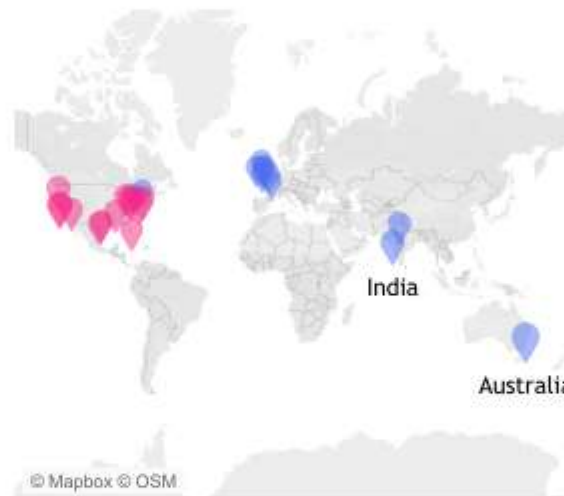


International vs Domestic

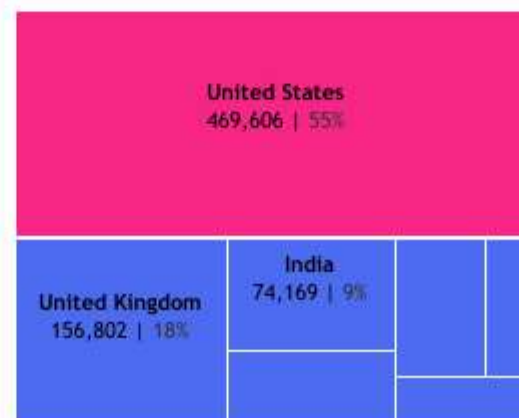


Sales by City

1	Sydney	48,049
2	San Francisco	41,321
3	New Jersey	39,889
4	Mumbai	38,115
5	Sacramento	37,756
6	Portland	37,506
7	New York	36,959
8	New Delhi	36,054
9	Memphis	35,900
10	Las Vegas	35,234
11	Cleveland	35,153
12	San Antonio	34,520



Sales by Country



Shipping Charges by Country and City

▶ United Kingdom	38,840
▶ India	25,270
▶ Australia	18,400
▶ Canada	9,300
▶ France	8,550
▶ Ireland	7,840

Note: Click bars to toggle between Country and City

Merchandise Sales Dashboard

Onyx Data



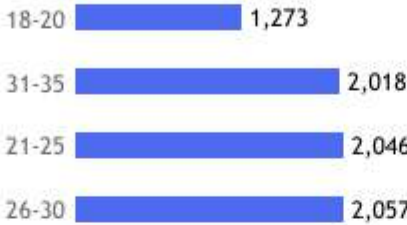
Avg Age

26

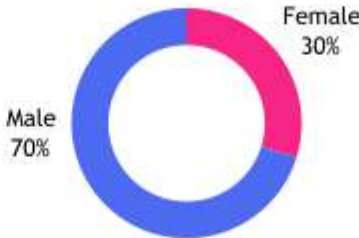
Female
26

Male
27

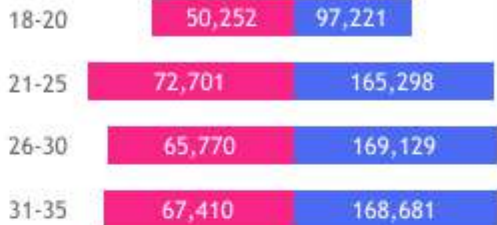
Buyers Age Bracket



Buyers Gender



Sales by Age Bracket and Gender



Top Products by Gender | Sales

Rank	Product ID	Female	Male
1	BF1548	53,015	137,625
2	BF1543	44,085	100,310
3	BF1550	42,856	96,835
4	BF1549	30,340	58,450
5	BF1546	19,347	54,338
6	BF1551	15,845	31,815
7	BF1552	9,840	21,175
8	BF1544	8,770	19,391
9	BF1554	9,105	17,965
10	BF1545	5,360	21,270
11	BF1547	7,527	19,027
12	BF1553	7,370	16,135
13	BF1555	2,673	5,993

Top Products by Age Bracket | Sales

Rank	Product ID	18-20	21-25	26-30	31-35
1	BF1548	31,345	53,180	53,090	53,025
2	BF1543	25,610	37,345	40,135	41,305
3	BF1550	22,668	40,860	36,352	39,811
4	BF1549	20,500	22,635	23,580	22,075
5	BF1546	11,532	21,345	22,194	18,614
6	BF1551	5,930	14,625	12,710	14,395
7	BF1552	5,550	9,150	8,125	8,190
8	BF1544	4,241	8,172	8,054	7,694
9	BF1554	5,060	7,750	7,535	6,725
10	BF1545	4,620	7,220	8,015	6,775
11	BF1547	4,482	7,065	7,030	7,977
12	BF1553	4,690	5,550	6,025	7,240
13	BF1555	1,245	3,102	2,054	2,265

Merchandise Sales Dashboard

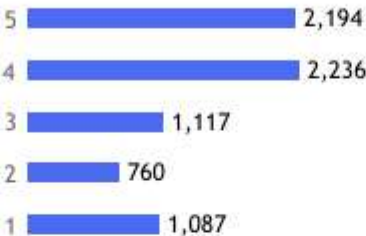
Onyx Data



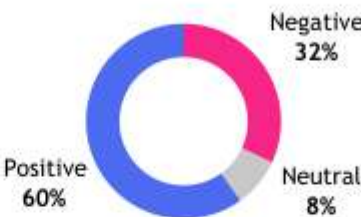
Avg Rating
3.50



Rating Distribution



Review Count by Sentiments



Review Count by Type



Order's Review and Rating Details

Order ID	Category	Product ID	Sentiment	Type	Rating
120005	Clothing	BF1548	Positive	Product Quality	5
120024	Clothing	BF1550	Positive	Delivery Experience	5
120040	Ornaments	BF1554	Neutral	Delivery Experience	3
120042	Clothing	BF1548	Positive	Product Quality	5
120046	Clothing	BF1543	Negative	Expectation vs Reality	3
120056	Clothing	BF1548	Negative	Delivery Experience	3
120089	Clothing	BF1548	Positive	Delivery Experience	4
120097	Clothing	BF1548	Positive	Product Quality	5
120108	Clothing	BF1543	Neutral	General Opinion	3
120113	Ornaments	BF1553	Positive	Product Quality	4
120130	Other	BF1545	Positive	Product Quality	4
120134	Ornaments	BF1547	Negative	Delivery Experience	3
120138	Other	BF1545	Positive	Product Quality	5
120147	Clothing	BF1548	Positive	Delivery Experience	5

Review Sentiment Distribution by Product

