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Mid-term-exam

Visualization

Insight for sheet 1:

As shown in the first sheet, Japan has the highest unit order, meaning it has the highest sales between all the countries, which can be used in our favor to invest more in what Japan is ordering the most.

Insight for sheet 2:

Comparing the total sales for each product, we have analyzed that, Monitor, headphones, Laptops, mouse and printers are the top five most sold items in our inventory, which means that we have to create more offers on the least bought products to encourage their selling.

Insight for sheet 3:

After studying the total sales in each year by quarter, in the year 2022, the sales were constant for the first 3 quarters but rose at the final quarter, 2023 was a bit different with the sales going up and down, which is something that attracts the sales department to check what is the issue here, finally in the year 2024 the sales started at the first quarter to be at the peak, but then declined to the lowest, and this cycle was repeated in the 3rd and 4th quarter of this year.

Insight for sheet 4:

We can easily conclude that the highest order quantity the higher the profit is, distinguished by country, Japan takes the first place in our list with 108 orders and a total of 19,252\$ as profit.

Insight for sheet 5:

After checking the status of our customers, it seems that the high order number is held in the hands of some customers, which brings the attention to contact the low order customer to give them some offers, and encourage the high order customers to keep it on the top by offering memberships for better service providing.