

# Retail Analysis Dashboard



## Objective:

The objective of this analysis is to leverage the available transaction data to gain actionable insights that can drive strategic decision-making and improve overall business performance. By examining various aspects such as customer demographics, purchasing behavior, product performance, and operational efficiency, the aim is to identify key areas for improvement, optimize marketing efforts, enhance customer satisfaction, and ultimately increase revenue.

## Problem Statement

Our company is seeking to enhance its market position and drive growth by better understanding our customer base, optimizing product offerings, and improving operational processes. The transaction dataset contains valuable information, including customer details, purchase behavior, product preferences, and feedback. However, this raw data needs to be transformed into meaningful insights. Key challenges include identifying high-value customers, understanding demographic trends, analyzing product performance, and improving customer retention. Additionally, there is a need to streamline operations by evaluating shipping methods and payment preferences. Addressing these challenges will enable the company to make data-driven decisions, enhance customer experience, and achieve sustainable growth.





75.76M

Total Amount by Grocery

62.25M

Total Amount by Books

62.78M

Total Amount by Clothing

81.33M

Total Amount by Electronics

252K

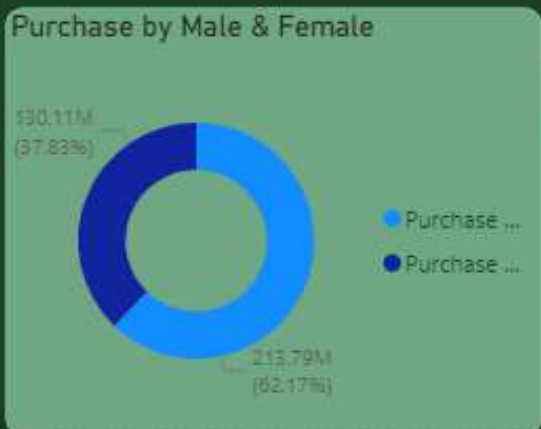
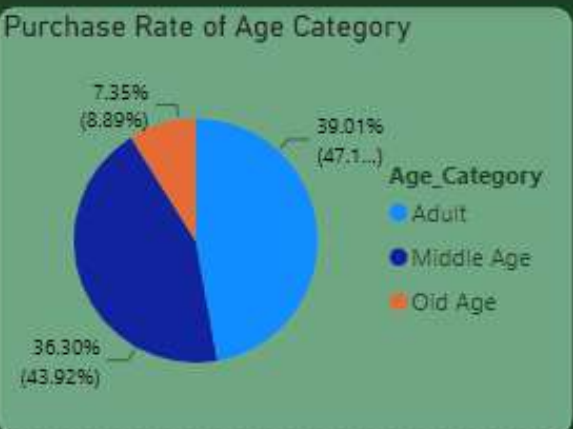
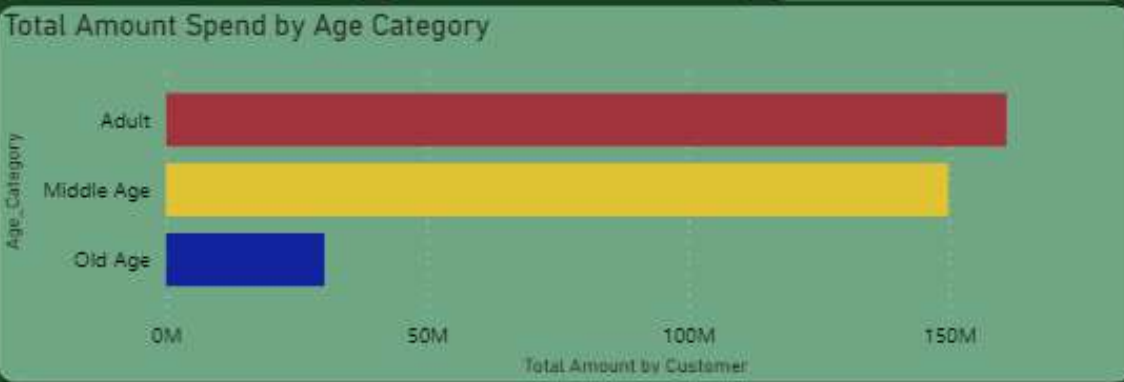
num\_of\_customers

344.27M

Total Sales by Country

61.82M

Total Amount by Home Decor



Customer_ID	Total Amount by Customer	Total Purchase by Customer
10000	5,007.57	21
10001	8,136.46	24
10002	4,104.01	17
10003	2,340.50	17
10004	815.40	4
10005	3,073.15	7
10006	924.73	10
10007	5,426.66	26
10008	2,864.82	9
10009	285.88	3
10010	2,506.75	23
10011	3,328.04	12
Total	34,39,22,848.77	1347591

Product_Category	Total Amount by Customer	overAll	purchase_rate_of_productCategory
Books	6,22,53,704.55	41,25,58,519.22	15.09%
Clothing	6,27,81,521.70	41,25,58,519.22	15.22%
Electronics	8,13,26,181.01	41,25,58,519.22	19.71%
Grocery	7,57,62,911.69	41,25,58,519.22	18.36%
Home Decor	6,18,22,306.00	41,25,58,519.22	14.99%
Total	34,39,46,624.94	41,25,58,519.22	83.37%





15.21M

Total Amount by Grocery

12.24M

Total Amount by Books

11.97M

Total Amount by Clothing

15.95M

Total Amount by Electronics

50K

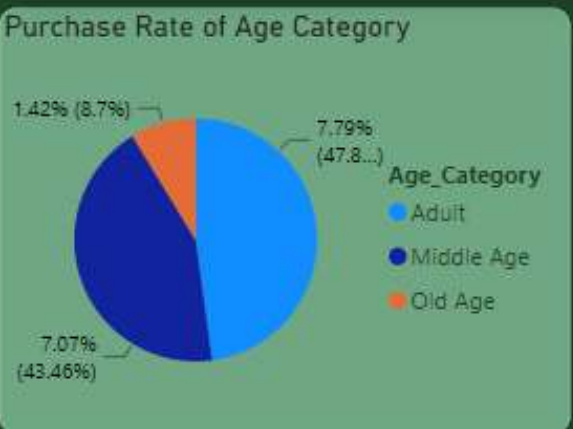
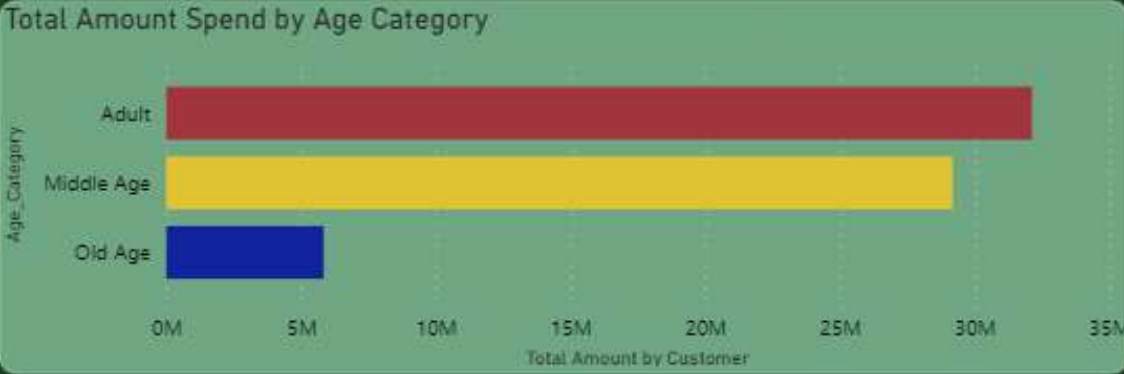
num\_of\_customers

67.81M

Total Sales by Country

12.40M

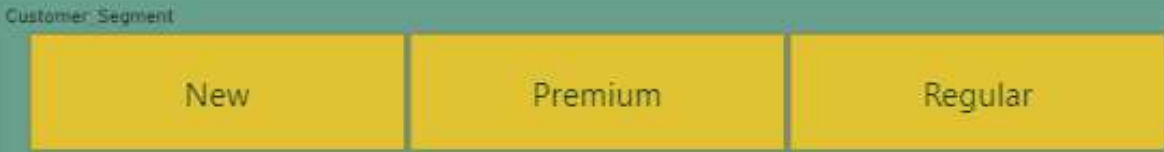
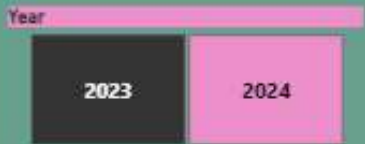
Total Amount by Home Decor



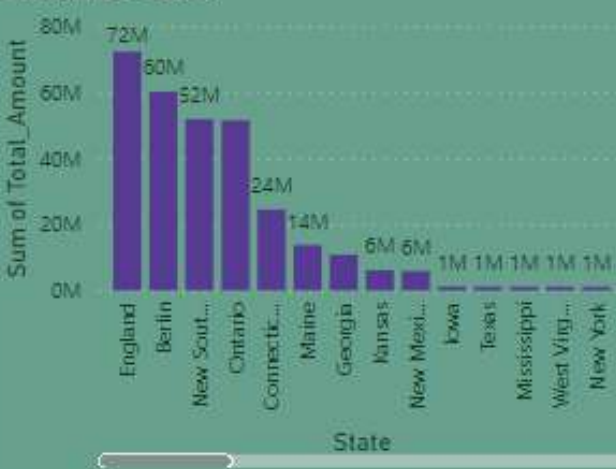
Customer_ID	Total Amount by Customer	Total Purc	er
10004	1,541.12	6	
10006	6,190.76	16	
10007	3,895.61	17	
10008	3,387.13	8	
10009	1,711.46	10	
10015	833.60	2	
10016	918.57	5	
10019	1,356.54	3	
10020	2,194.75	7	
10023	3,651.84	14	
10026	1,614.79	9	
10028	2,105.75	13	
Total	6,77,16,497.65	265621	

Product_Category	Total Amount by Customer	overAll	purchase_rate_of_productCategory
Books	1,22,37,604.69	41,25,58,519.22	2.97%
Clothing	1,19,69,805.72	41,25,58,519.22	2.90%
Electronics	1,59,46,039.83	41,25,58,519.22	3.87%
Grocery	1,52,07,094.08	41,25,58,519.22	3.69%
Home Decor	1,23,95,939.28	41,25,58,519.22	3.00%
Total	6,77,56,483.61	41,25,58,519.22	16.42%

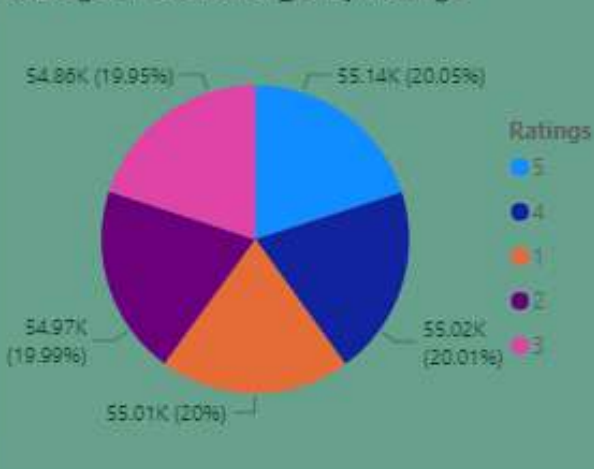
# Customers Details



Statewise Sales



Average of Customer\_ID by Ratings

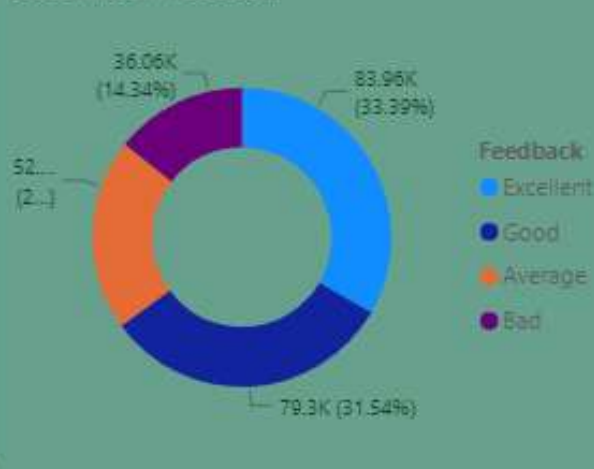


Name	Email	Age_Category	Age	Sum of Phone
Jeremy Wong	Zoe99@gmail.com	Middle Age	52	37656
Timothy Mcdonald	Zoe97@gmail.com	Adult	19	33587
Kathleen Martin	Zoe96@gmail.com	Middle Age	46	58435
Valerie Hughes	Zoe96@gmail.com	Middle Age	42	52113
Donna Hernandez	Zoe95@gmail.com	Middle Age	48	42582
Jeffrey Gibbs MD	Zoe93@gmail.com	Middle Age	51	55376
Cynthia Koch	Zoe92@gmail.com	Adult	26	26135
Robert Butler	Zoe91@gmail.com	Adult	23	58053
Timothy Mckinney	Zoe91@gmail.com	Adult	19	59023
Timothy Jackson	Zoe87@gmail.com	Adult	20	28455
Alyssa Rogers	Zoe85@gmail.com	Old Age	62	89374
Denise Lee	Zoe82@gmail.com	Adult	26	74653
Total				13830936001

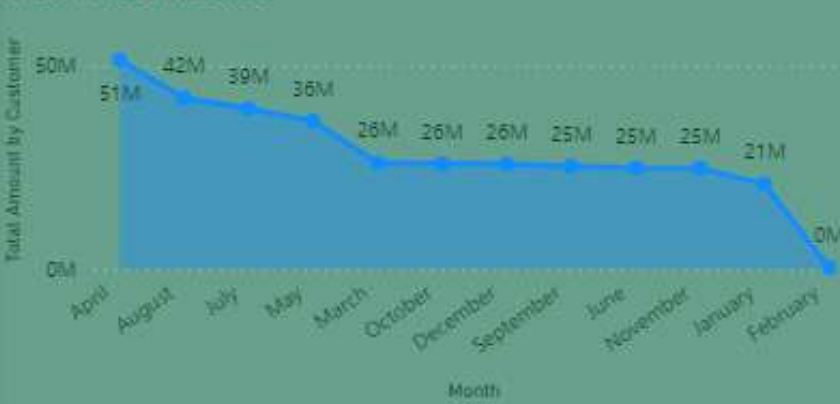
Country wise Revenue Generated



Customers Feedback



Month wise Revenue



# Customers Details

Year

2023

2024

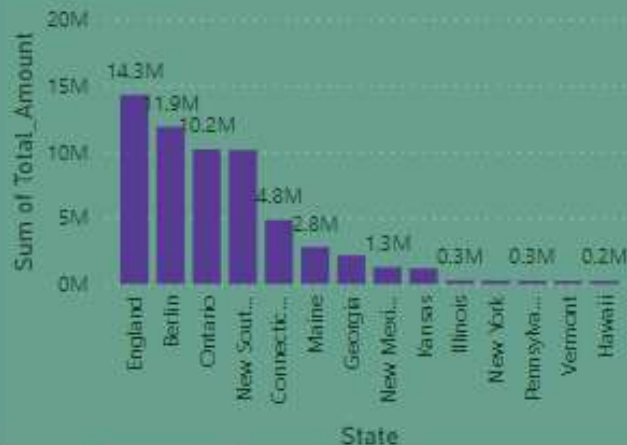
Customer Segment

New

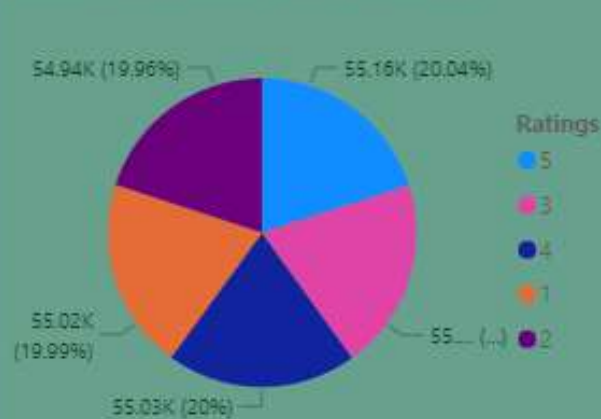
Premium

Regular

Statewise Sales



Average of Customer\_ID by Ratings



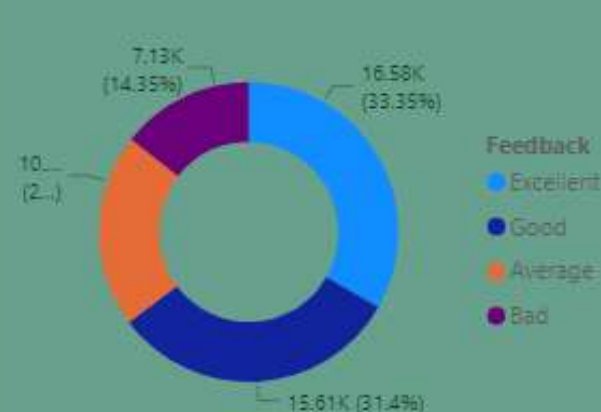
Name	Email	Age_Category	Age	Sum of Ph
Brandon Floyd	Zoe92@gmail.com	Middle Age	43	7
Christina Hull	Zoe83@gmail.com	Middle Age	32	3
Christine Elliott	Zoe78@gmail.com	Middle Age	59	3
Shawn Thomas	Zoe54@gmail.com	Middle Age	46	2
Sandra Ford	Zoe45@gmail.com	Middle Age	34	7
Susan Mason	Zoe37@gmail.com	Adult	22	8
Norman Schroeder	Zoe35@gmail.com	Middle Age	47	8
Nathan Bell	Zoe31@gmail.com	Old Age	69	7
Andrew Wilson	Zoe26@gmail.com	Adult	23	8
Erica Obrien	Zoe22@gmail.com	Middle Age	46	6
Dr. Christopher Scott	Zoe12@gmail.com	Middle Age	46	3
David Williams	Zachary98@gmail.com	Middle Age	46	2

Total 2744282

Country wise Revenue Generated



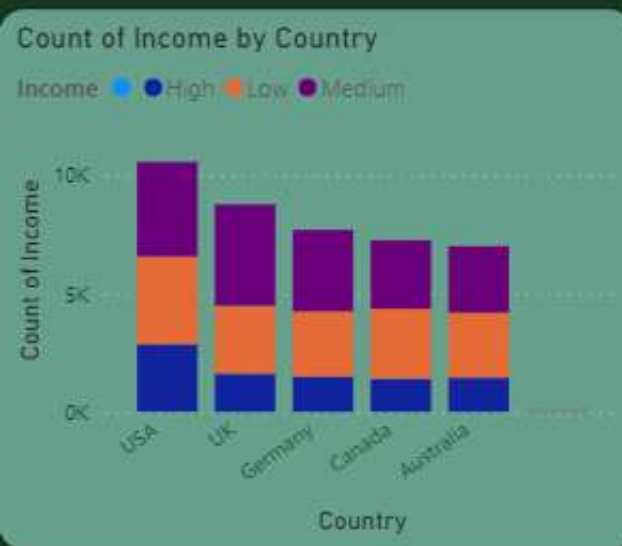
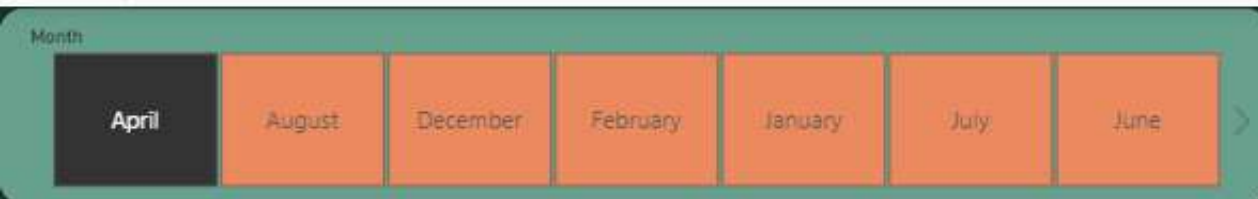
Customers Feedback



Month wise Revenue

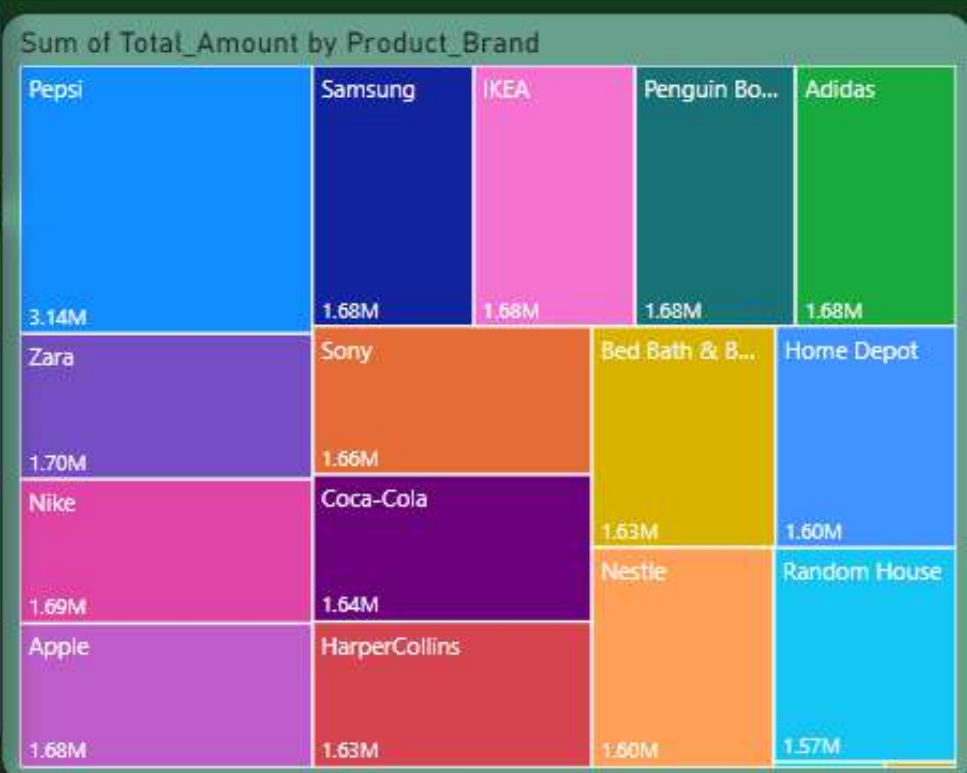
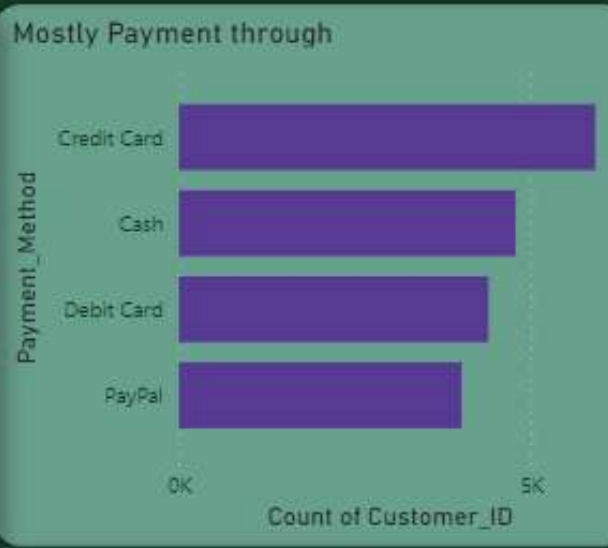
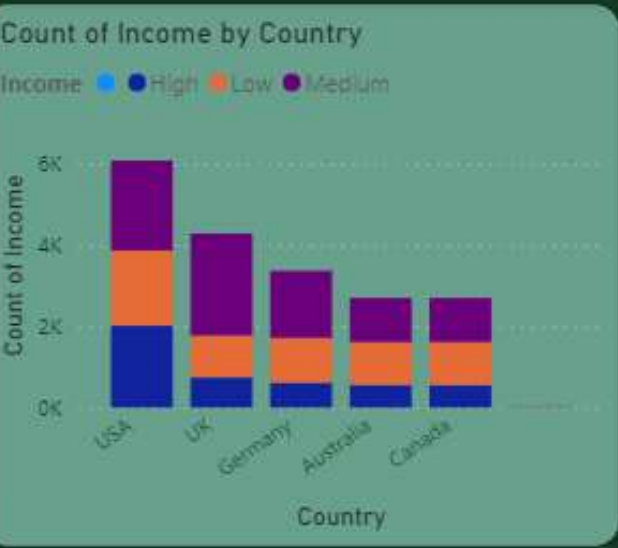




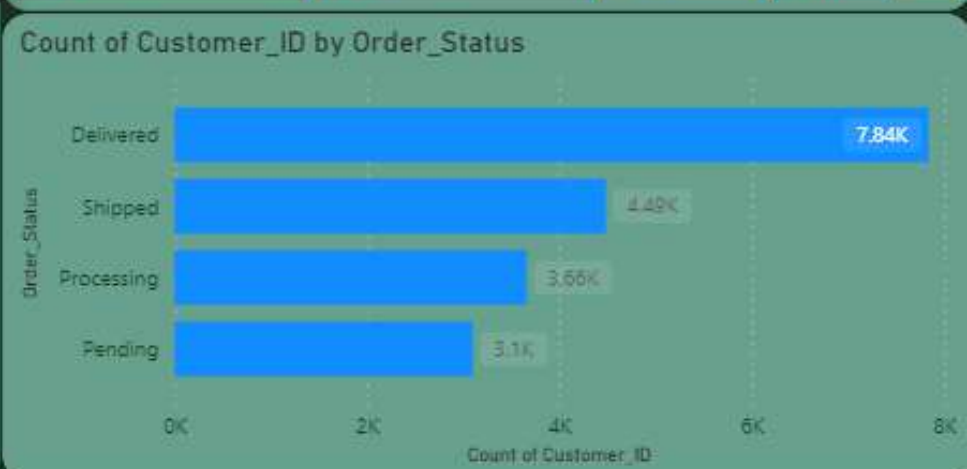


Transaction_ID	Product_Category	Product_Type	products	Sum of Total_Amount
1555788	Books	Fiction	Science fiction	6,597.8
4054344	Electronics	Mitsubishi 1.5 Ton 3 Star Split AC	Floor-standing AC	4,998.2
7760949	Electronics	Smartphone	Motorola Moto	4,997.9
1390905	Home Decor	Lighting	Floor lamps	4,996.5
3026048	Electronics	Headphones	On-ear headphones	4,996.5
3846798	Electronics	Smartphone	Samsung Galaxy	4,995.4
8783287	Books	Fiction	Science fiction	4,994.3
2406891	Clothing	Shirt	Button-down shirt	4,993.6
Total				5,65,39,784.8





Transaction_ID	Product_Category	Product_Type	products	Sum of Total_Amount
3476573	Home Decor	Lighting	Pendant lights	7,266.36
6554569	Clothing	Shoes	Flip flops	5,801.08
4154609	Clothing	Shoes	Oxfords	5,502.00
7929263	Home Decor	Tools	Drill	5,326.81
1631641	Grocery	Water	Alkaline water	4,995.61
6427568	Grocery	Snacks	Trail mix	4,993.33
1149891	Books	Fiction	Adventure	4,992.21
8214522	Grocery	Chocolate	Chocolate fondue	4,992.00
Total				2,62,46,255.48



Month

December

February

January

July

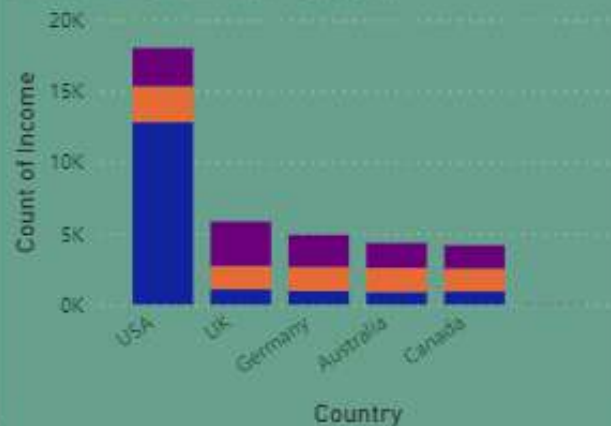
June

March

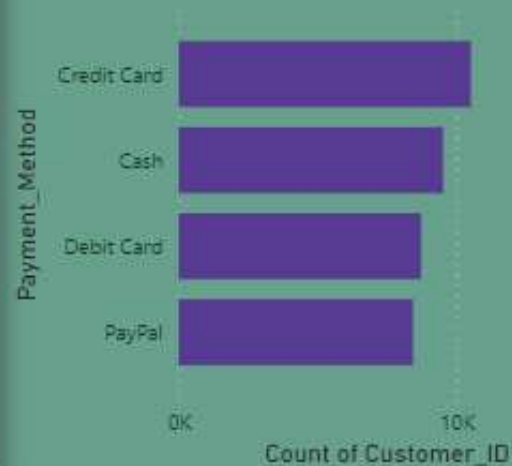
May

## Count of Income by Country

Income ● High ● Low ● Medium



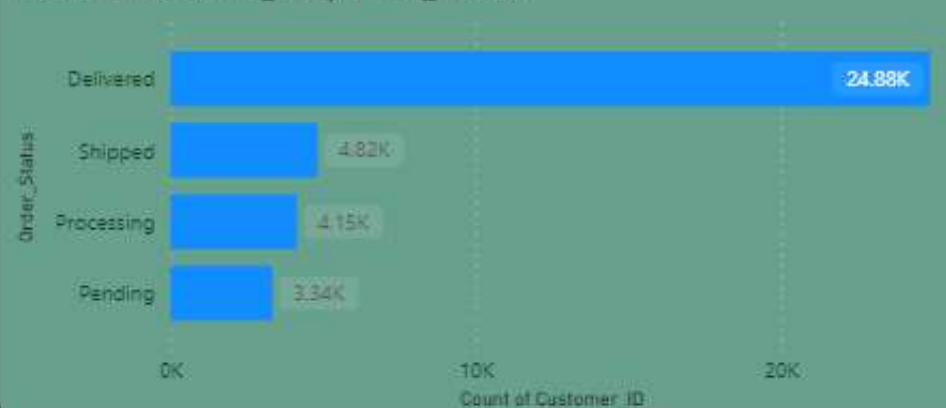
## Mostly Payment through



## Sum of Total\_Amount by Product\_Brand



## Count of Customer\_ID by Order\_Status



Transaction_ID	Product_Category	Product_Type	products	Sum of Total_Amount
8210057	Books	Thriller	Suspense	5,486.89
7518888	Books	Non-Fiction	Cooking	4,998.72
2823540	Electronics	Fridge	Top-freezer refrigerator	4,996.45
4788723	Electronics	Fridge	Bottom-freezer refrigerator	4,993.69
2784288	Electronics	Laptop	Dell XPS	4,991.91
8758044	Home Decor	Decorations	Wall art	4,990.60
7981182	Electronics	Fridge	Stainless steel refrigerator	4,987.47
9173896	Grocery	Juice	Pineapple juice	4,985.72
Total				5,04,79,053.21





Month	Count of Transaction_ID	Average of Ratings	Orders_Status(Delivered)	Orders_Status(Pending)	Orders_Status(Processing)
April	41256	3.19	19613	6517	7208
August	32966	3.23	11361	6528	7276
December	18924	3.10	7829	2980	3736
February	18232	3.11	7397	3012	3653
January	37244	3.06	24927	3350	4157
July	30856	2.96	10756	6031	6811
June	18362	3.14	7518	2999	3612
March	19120	3.13	7850	3115	3668
May	28304	3.57	10132	5456	5911
November	18396	3.12	7546	2974	3671
October	19107	3.14	7786	3090	3809
September	18634	3.13	7626	3002	3631
Total	301401	3.16	130341	49054	57143