

# Data Analysis Report

*Satvinder Singh Panesar*

[panesar.satvindersingh@gmail.com](mailto:panesar.satvindersingh@gmail.com)

<https://www.linkedin.com/in/panesarsatvinder/>

<https://github.com/satvinder-panesar?tab=repositories>

## **Software Used:**

Tableau 10.5

## **Data Attributes:**

**InvoiceNo:** Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with letter 'c', it indicates a cancellation.

**StockCode:** Product (item) code. Nominal, a 5-digit integral number uniquely assigned to each distinct product.

**Description:** Product (item) name. Nominal.

**Quantity:** The quantities of each product (item) per transaction. Numeric.

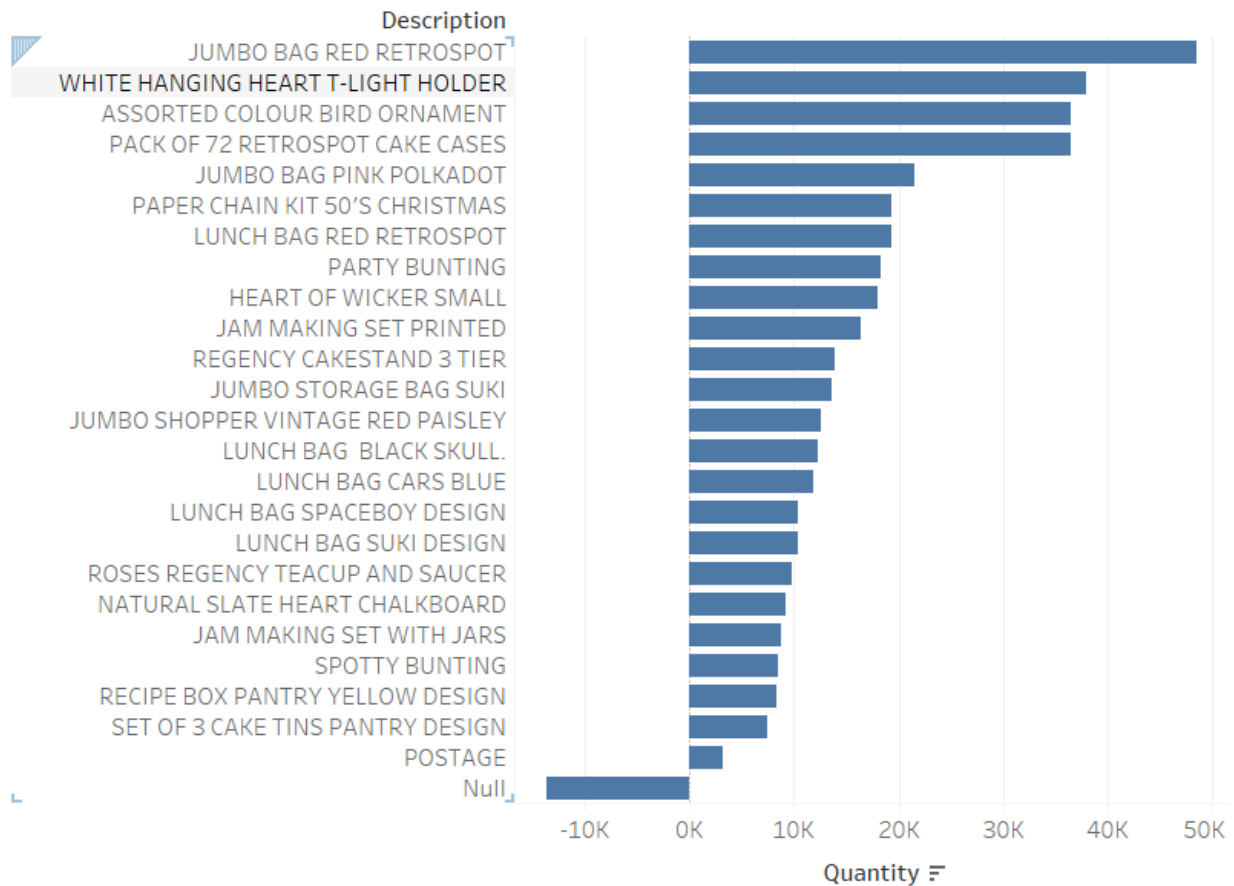
**InvoiceDate:** Invoice Date and time. Numeric, the day and time when each transaction was generated.

**UnitPrice:** Unit price. Numeric, Product price per unit in sterling.

**CustomerID:** Customer number. Nominal, a 5-digit integral number uniquely assigned to each customer.

**Country:** Country name. Nominal, the name of the country where each customer resides.

## Top 25 Most Popular Products



Above bar graph represents which products were ordered the most number of times.

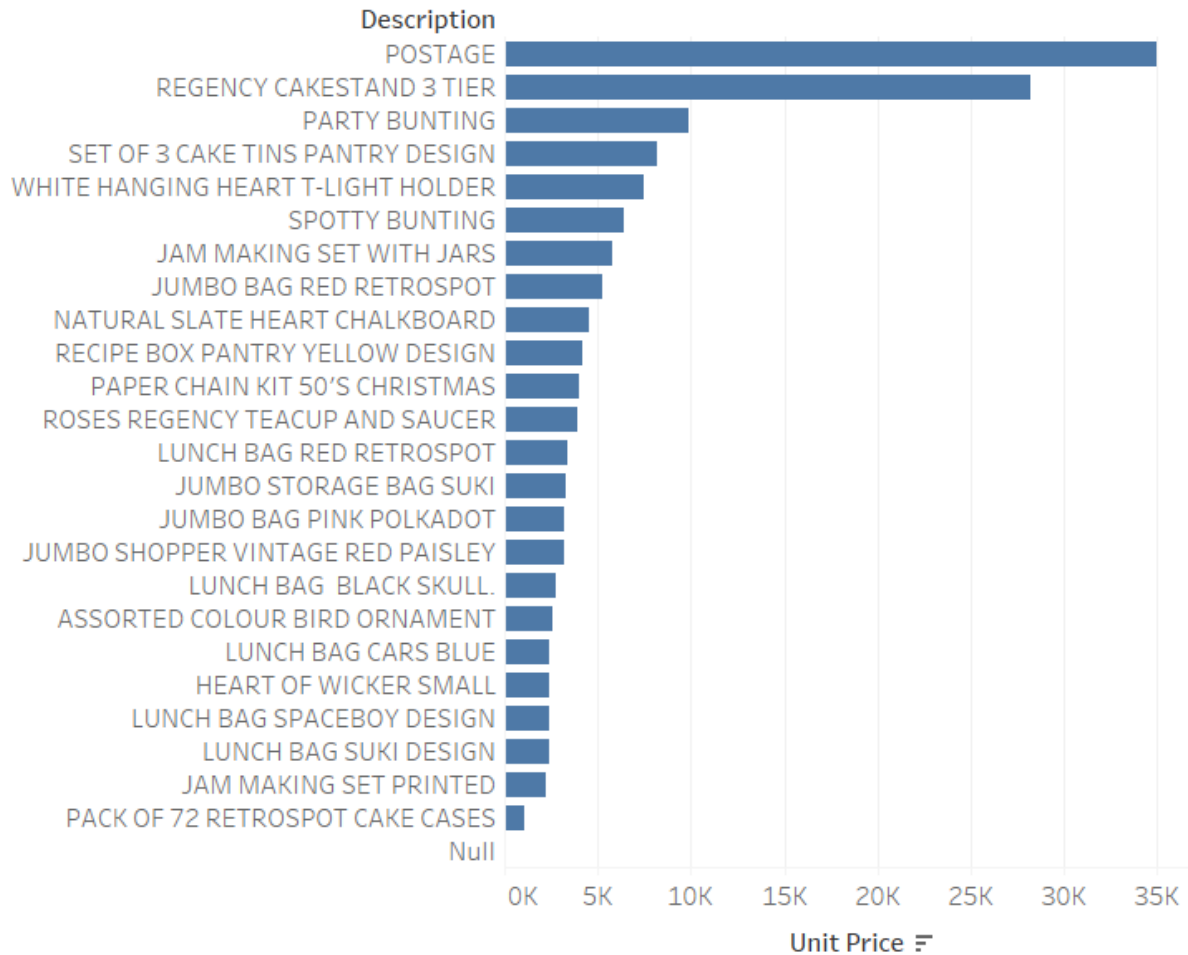
**Note:** the orders excluded any cancellation orders

**Attributes used:** Description, Quantity, Invoice Date, Invoice No

**Analysis Role:**

1. By knowing the most popular products among the customers, the company can **better manage their inventory** so that no shortage of such products happen.
2. Also, similar products can be introduced to **increase sales**.

## Top 25 Most Grossing Products



Above bar graph represents which products generated the most revenue.

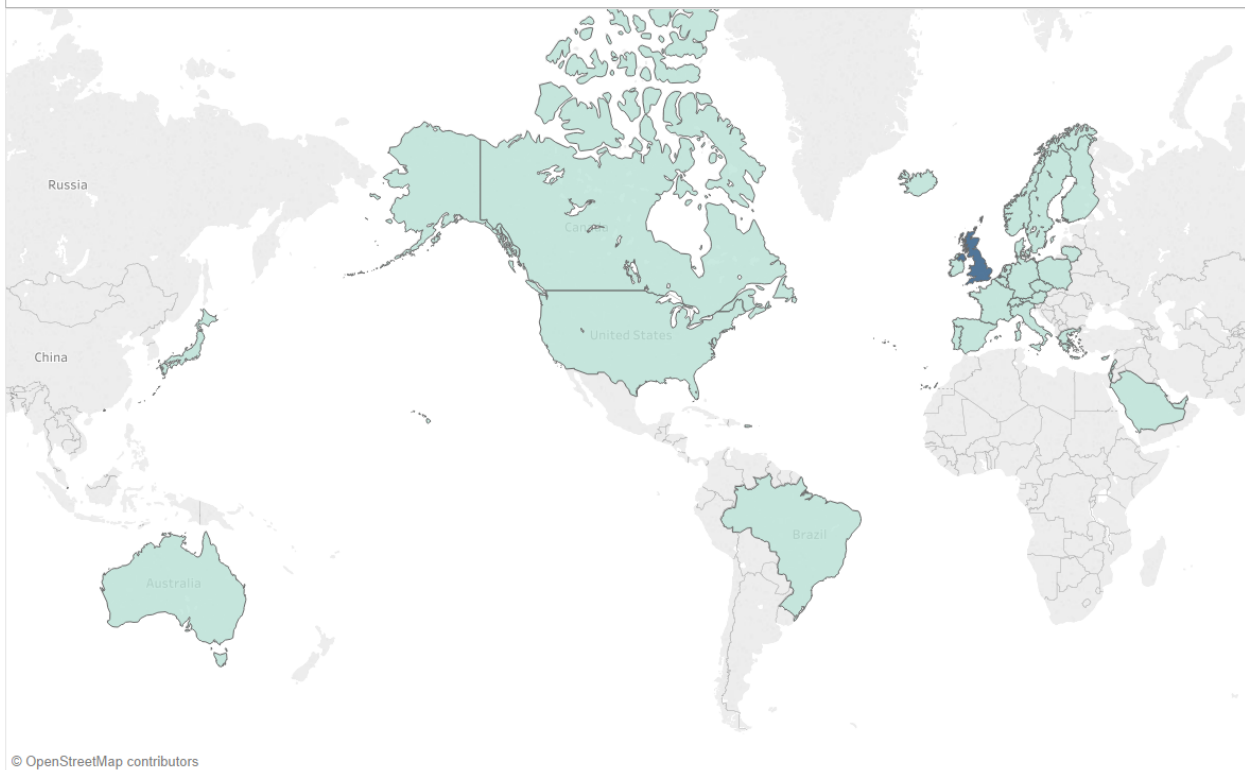
**Note:** the orders excluded any cancellation orders

**Attributes used:** Description, Unit Price, Invoice Date, Invoice No

**Analysis Role:**

1. By knowing the most grossing product among the customers, the company can **analyze current market trends** and **change their sales strategies** accordingly.
2. Also, similar products can be introduced to **increase sales**.

## Orders Placed



**Darker colored regions represent denser consumer market**

Above map represents which countries are the largest consumer markets (that places most orders) and which once are smallest.

**Note:** the orders excluded any cancellation orders

**Attributes used:** Country, Invoice Date, Invoice No

**Analysis Role:**

1. By knowing the biggest consumer markets, the company can set **profit benchmarks** and also ensure **quality of service is maintained** in such countries.
2. Also, company can analyze smaller consumer markets and **find unexplored opportunities** in such countries.

## Cancellation Orders

Country	
Australia	74
Austria	3
Bahrain	1
Belgium	38
Channel Islands	10
Cyprus	8
Czech Republic	5
Denmark	9
EIRE	302
European Community	1
Finland	10
France	149
Germany	453
Greece	1
Hong Kong	4
Israel	2
Italy	45
Japan	37
Malta	15
Netherlands	8
Norway	14
Poland	11
Portugal	18
Saudi Arabia	1
Singapore	7
Spain	48
Sweden	11
Switzerland	35
United Kingdom	7,856
USA	112

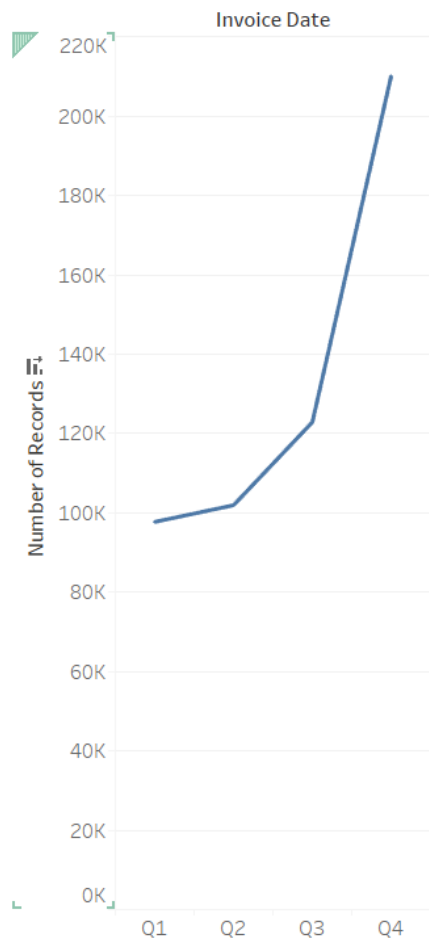
Above table represents which countries placed most cancellation orders.

**Attributes used:** Country, Invoice Date, Invoice No

### Analysis Role:

1. By knowing the countries with most cancellation orders, the company can analyze the reason for such cancellations and accordingly take actions to reduce them, which in turn **improves sales**.
2. Also, company can **analyze customer habits** and **fine tune their service parameters** to meet customer expectations.

## Shopping Season



Above line graph represents when customers shop the most.

**Note:** the orders excluded any cancellation orders

**Attributes used:** Invoice Date, Invoice No

**Analysis Role:**

1. By knowing customer buying trends, the company can **estimate seasonal order frequencies** and also **decide on promotional offers**.
2. Also, graph serves as an **indication of company performance**.

## Top 15 Customers

Customer ID	
12748	4,596
13089	1,818
13263	1,677
14096	5,111
14156	1,400
14159	1,204
14298	1,637
14606	2,700
14646	2,080
14796	1,141
14911	5,677
15039	1,502
15311	2,379
17841	7,847
18118	1,279

Above table represents customers who place maximum orders.

**Note:** the orders excluded any cancellation orders

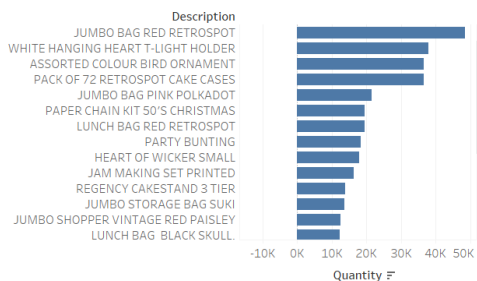
**Attributes used:** Invoice Date, Invoice No, Customer ID

**Analysis Role:**

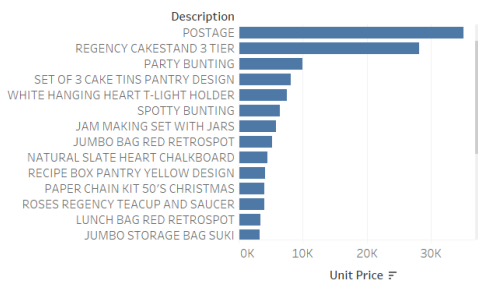
1. By knowing top customers, the company can provide **special offers to premium customers** to maintain good relations.
2. Also, sell similar products to such customers to **improve sales**.

# Dashboard

## Top 25 Most Popular Products



## Top 25 Most Grossing Products

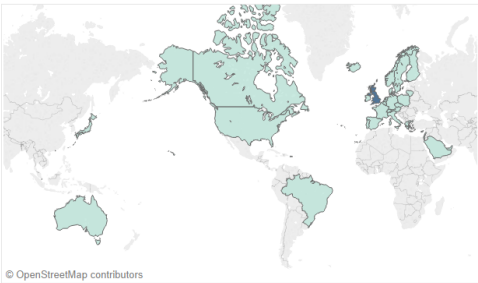


Year of Invoice Date  
☒ (All)  
☐ 2010  
☐ 2011

Year of Invoice Date  
☒ (All)  
☒ 2010  
☒ 2011

Year of Invoice Date  
☒ (All)  
☒ 2010  
☒ 2011

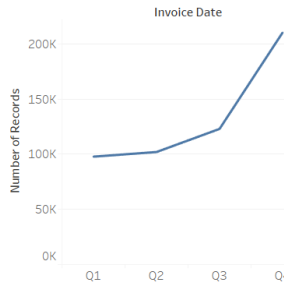
## Orders Placed



## Top 15 Customers

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12748	4,596
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## Shopping Season



## Cancellation Orders

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