

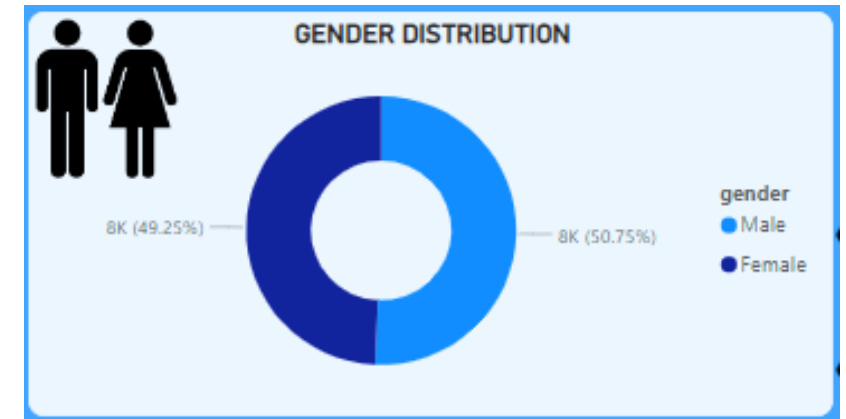
# DataSpark - Illuminating Insights for Global Electronics

Capstone Project – 2 By:  
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# Customer Analysis

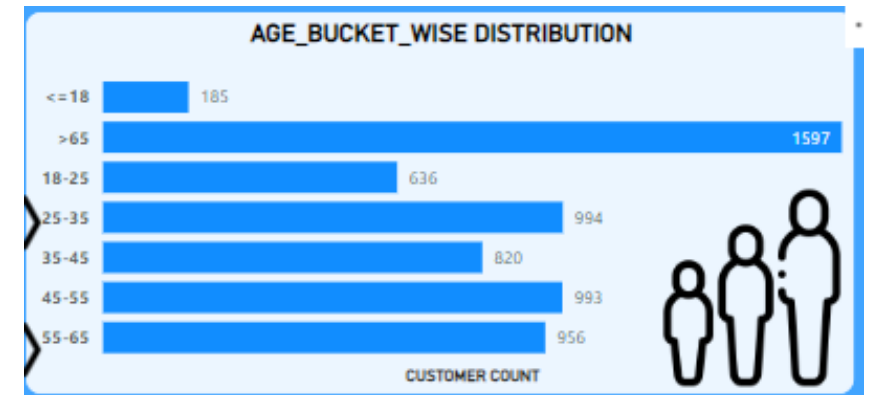
## Gender Analysis:

- We can see the male customers are dominating in number when compared to female
- Female targeted advertisements can help us fight this imbalance and grow overall sales



## Age Analysis:

- The customers are bucketed based on their age and then visualised using the bar chart.
- We can see that the people above 65 years are higher in counts than others



# Customer Analysis

- **Gender Analysis:**
- The locations wise analysis was represented using the world map.
- The size of the bubble says about the intensity of sales from that area.
- The country wise analysis suggests that the North America is having Highest sales.



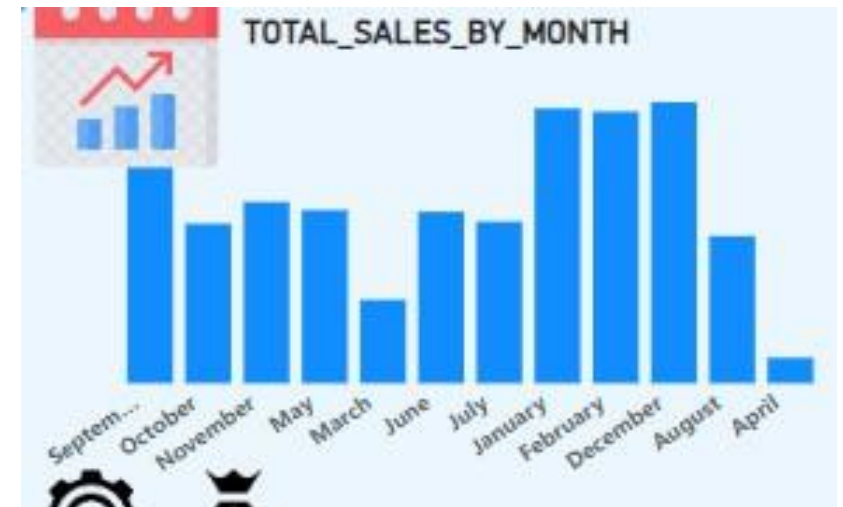
# Sales Analysis

## Monthly sales:

- We can see the highest sales are there in Jan, Feb and Dec for which the inventory should be ready to face the hike in demand.
- The April and march month has recorded the lowest sales which can be overcome by doing proper marketing and maintaining good product portfolio

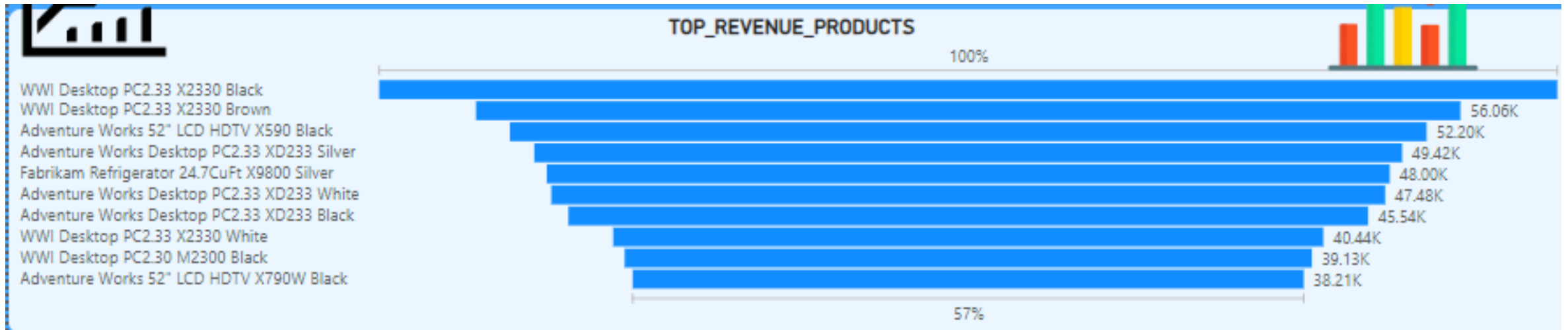
## Top Performers:

- We can see that the computers are the top performers maintaining good SKU based on colours is important as we can see good proportion in each color



| TOP_PREFERRABLE_PRODUCT                        |                       |
|--|-----------------------|
| product_name                                   | Sum of total_quantity |
| Adventure Works Desktop PC1.60 ED160 Black     | 83.00                 |
| WWI Desktop PC1.80 E1800 White                 | 81.00                 |
| WWI Desktop PC2.33 X2330 Black                 | 73.00                 |
| WWI Desktop PC1.80 E1801 Brown                 | 70.00                 |
| WWI Desktop PC2.30 M2300 Black                 | 70.00                 |
| Contoso DVD Recorder L210 Silver               | 61.00                 |
| WWI Desktop PC2.33 X2330 Brown                 | 61.00                 |
| Contoso DVD 7-Inch Player Portable E200 Silver | 60.00                 |
| SV DVD 9-Inch Player Portable M300 Black       | 60.00                 |
| WWI Desktop PC3.0 M0300 Black                  | 60.00                 |

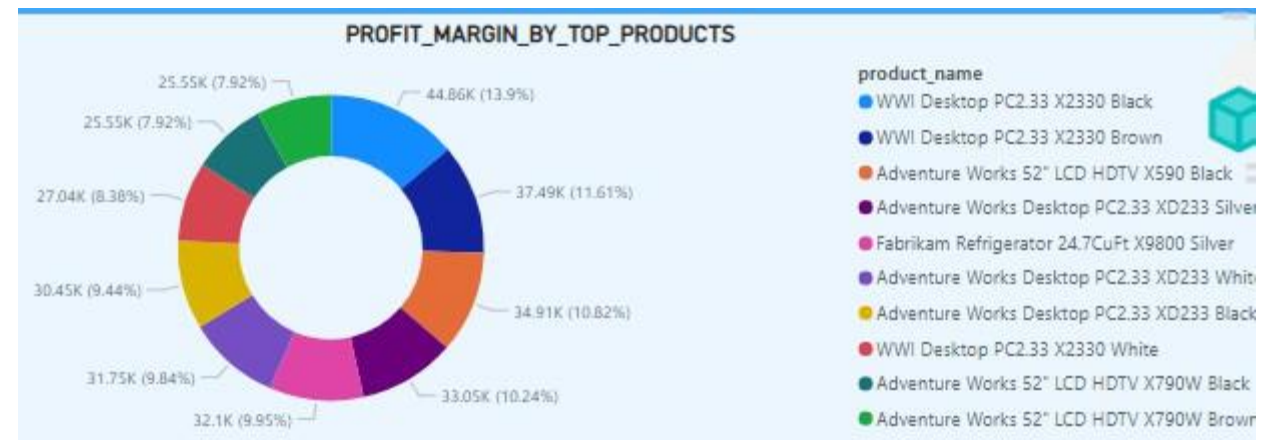
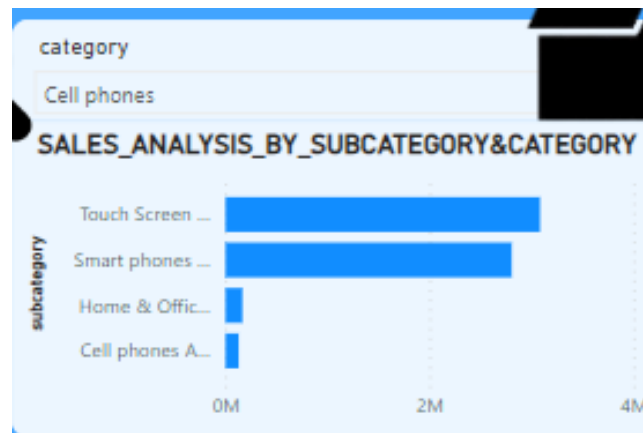
# Sales Analysis



# Product Analysis

## Profit Margin by Top Products:

- From the Donut chart that has been shown for the top 10 products it has been understood that the 10 tier products are not non uniformly distributed, they are properly distributed suggesting good signs.



# Sales Analysis

## Least 10 Frequency Products:

- We can see that the larger proportion of the least 10 products are from home appliances, camera segment.
- Making the competitor analysis will help us understand the gaps in our current products.

| LEAST_10_FREQUENCY_PRODUCTS                                |  |
|--|--|
| product_name   |  |
| A. Datum SLR Camera 35" M358 Grey                          |  |
| Contoso Home Theater System 2.1 Channel E1220 Black        |  |
| Contoso Microwave 1.6CuFt M0125 Silver                     |  |
| Contoso Projector 1080p X981 Silver                        |  |
| Fabrikam Home and vacation moviemaker 1/3" 8.5mm M200 Blue |  |
| Fabrikam SLR Camera 35" M358 Silver Grey                   |  |
| Fabrikam SLR Camera 35" X358 Pink                          |  |
| SV Car Video LCD7W M7081 Silver                            |  |
| The Phone Company Touch Screen Phones Infrared M901 Grey   |  |

## Top 10 Frequency Products:

- The top selling products are from the Desktop and computer segment.
- It's recommended to maintain sufficient inventory to meet the customer demand

| TOP_10_FREQUENCY_PRODUCTS                   |  |
|---|--|
| product_name                                |  |
| Adventure Works Desktop PC1.60 ED160 Black  |  |
| Adventure Works Desktop PC1.60 ED160 Silver |  |
| Adventure Works Desktop PC1.80 ED182 Black  |  |
| Adventure Works Desktop PC1.80 ED182 White  |  |
| SV DVD 14-Inch Player Portable L100 White   |  |
| WWI Desktop PC1.80 E1800 White              |  |
| WWI Desktop PC1.80 E1801 Brown              |  |
| WWI Desktop PC2.30 M2300 Black              |  |
| WWI Desktop PC2.33 X2330 Black              |  |
| WWI Desktop PC2.33 X2330 Brown              |  |



# Store Analysis

## Overall Analysis:

- After seeing the total revenue, it has been understood that the sales from north American stores are the highest.
- There are very less number of stores in Australia which can cost us the opportunity.
- Spreading the company across the Australia can help the company grow its sales well

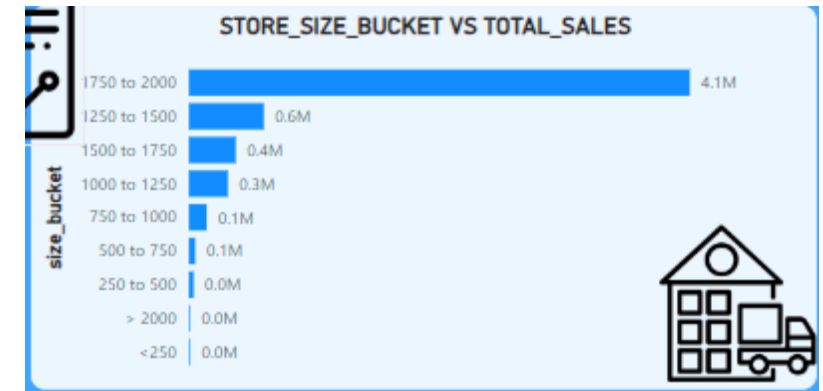
| OVERALL_ANALYSIS |               |                     |          |                          |
|------------------|---------------|---------------------|----------|--------------------------|
| Continent        | Country       | State               | storekey | Sum of total_revenue_USD |
| Australia        | Australia     | Victoria            | 5        | 6,15,067.94              |
| North America    | United States | South Carolina      | 61       | 3,60,061.35              |
| North America    | United States | Connecticut         | 45       | 3,36,819.75              |
| North America    | United States | Arkansas            | 44       | 3,29,136.00              |
| North America    | United States | Kansas              | 50       | 3,06,740.75              |
| North America    | United States | Nevada              | 55       | 2,95,674.91              |
| North America    | United States | Oregon              | 59       | 2,88,211.36              |
| Australia        | Australia     | Western Australia   | 6        | 2,41,553.43              |
| North America    | United States | Nebraska            | 54       | 2,25,052.43              |
| Europe           | Germany       | Freistaat Thüringen | 22       | 2,06,160.44              |
| North America    | United States | Iowa                | 49       | 2,04,976.86              |
| North America    | United States | West Virginia       | 65       | 1,45,123.29              |
| North America    | United States | Utah                | 63       | 1,37,755.11              |
| North America    | United States | Washington DC       | 64       | 1,31,545.53              |
| Europe           | Germany       | Hessen              | 24       | 1,30,467.47              |
| North America    | United States | New Mexico          | 57       | 1,26,857.40              |
| Europe           | Germany       | Sachsen-Anhalt      | 27       | 1,24,385.47              |
| North America    | United States | Maine               | 51       | 1,11,854.13              |
| North America    | United States | Idaho               | 48       | 1,06,235.28              |
| Australia        | Australia     | Tasmania            | 4        | 1,04,899.89              |
| North America    | United States | Hawaii              | 47       | 1,03,711.05              |
| North America    | United States | Wyoming             | 66       | 97,248.37                |
| Europe           | Netherlands   | Friesland           | 33       | 89,140.96                |
| North America    | United States | South Dakota        | 62       | 89,057.59                |
| Europe           | Germany       | Berlin              | 19       | 88,239.16                |
| Europe           | Germany       | Hamburg             | 23       | 79,370.15                |
| North America    | United States | Alaska              | 43       | 79,260.13                |



# Store Analysis

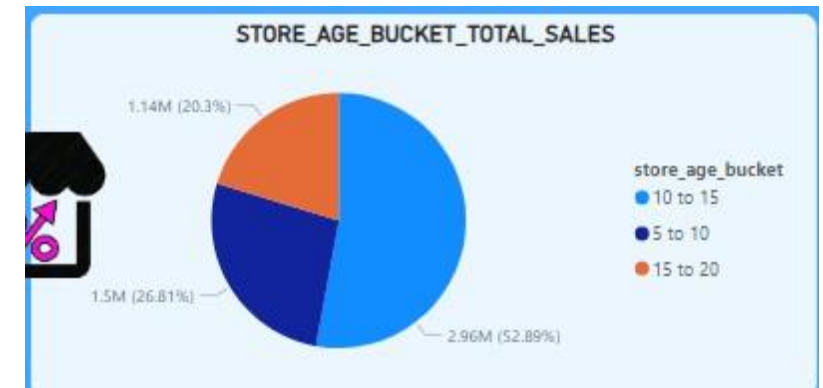
## Store Size analysis:

- We can see that the stores with the area between 1750 to 2000 are contributing to more than 50% of the entire sales.
- We can see the stores with the highest area are not the highest selling.



## Store Age analysis:

- If the age of the store is between 10-15 then they are contributing to the highest amount of sales.



**Thank  
You**