
DATASPARK: ILLUMINATING INSIGHTS FOR GLOBAL ELECTRONICS

Sales Report

By: Susmitha

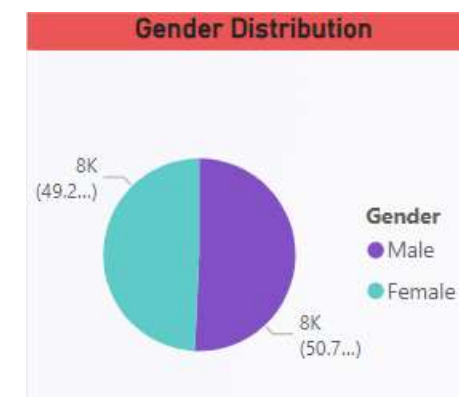
INTRODUCTION

The "Illuminating Insights for Global Electronics" project aims to provide a comprehensive analysis of global electronics sales data. This analysis was conducted using Power BI to design an interactive dashboard, showcasing key sales trends, demographic distributions, and regional performance. The project focuses on leveraging data visualization to derive actionable insights for decision-makers in the electronics industry.

DASHBOARD OVERVIEW

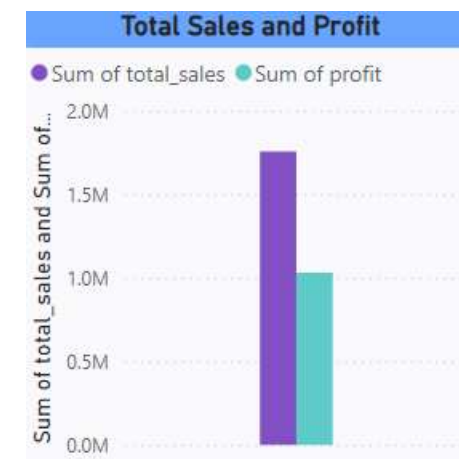
■ Gender Distribution:

- ❖ Represents the proportion of male and female customers.
- ❖ Insight: Gender distribution is almost equal, with male customers accounting for 49.2% and female customers 50.7%.



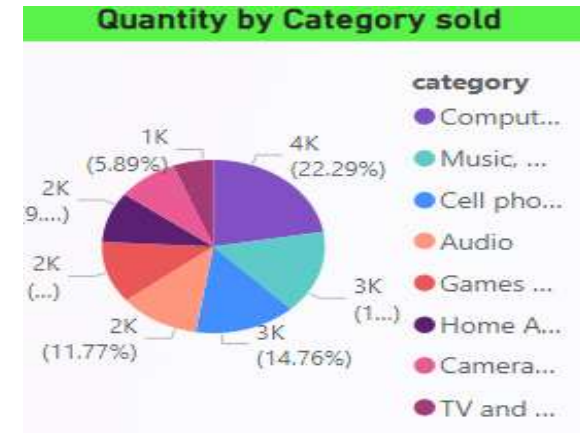
■ Total Sales and Profit:

- ❖ A bar chart depicting total sales versus total profit.
- ❖ Insight: Sales performance shows consistent revenue generation, with a visible difference between total sales and profits, emphasizing profitability trends.



■ Quantity by Category Sold:

- A pie chart illustrating sales quantities across different product categories.
- Insight: The "Computers" category dominates sales (22.2%), followed by "TV and Accessories" and "Home Appliances."



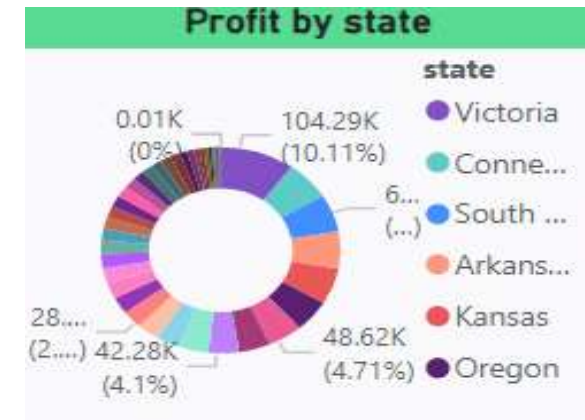
■ Top 5 Products:

- A bar chart highlighting the top-performing products based on sales and profit.
- Insight: WWI Wireless products lead in sales and profitability, showcasing their popularity and financial contribution.



■ Profit by State:

- A donut chart showing the distribution of profit across different states.
- Insight: Victoria has the highest profit contribution (104.29K), followed by Connecticut and South Carolina.



■ Total Sales:

- A KPI visual representing total sales in monetary terms.
- Insight: Total sales amount to 1.76M, reflecting robust performance in the global market.



- **Customer Count by Country:**

- A map visual displaying the distribution of customers across various countries.
- Insight: The United States leads with the highest customer count, followed by Germany and the Netherlands.



- **Summary Table:**

- A table summarizing country-wise store counts, quantities sold, and other metrics.
- Insight: The United States has the highest store count and total quantities sold, making it a crucial market.

country	Sum of storekey	Sum of quantity	S
Australia	5230	3247	
Canada	425	161	
France	929	168	
Germany	19025	2591	
Netherlands	8136	857	
United States	213583	12638	
Total	247328	19662	

- **Unit Cost Summary:**

- A KPI visual summarizing the total unit cost.
- Insight: The unit cost aggregates to 725.66K, reflecting cost management efficiencies.



KEY INSIGHTS

- **Regional Performance:**

- The United States is the top-performing country in terms of sales, profit, and customer count, making it a priority market for expansion and investment.
- European countries like Germany and the Netherlands also show significant contributions.

Product Category Analysis:

- "Computers" and "TV and Accessories" are the most sold categories, highlighting demand trends in the electronics sector.
- Targeted marketing and inventory optimization for these categories can further enhance sales.

- **Profitability Trends:**

- Victoria and Connecticut are key states driving profitability.
- Expanding operations and promotional activities in these regions could yield higher returns.

- **Customer Demographics:**

- An almost equal gender distribution suggests the need for gender-neutral marketing strategies to cater to a diverse customer base.

- **Product-Level Insights:**

- WW1 Wireless products emerge as the most profitable, indicating a preference for wireless technologies.
- Diversifying offerings in this category could capitalize on the trend.

RECOMMENDATIONS

- Focus on the United States market by enhancing supply chain efficiencies and customer engagement strategies.
- Optimize inventory for top-selling categories like "Computers" and "TV and Accessories" to meet demand effectively.
- Strengthen marketing efforts in high-profit states such as Victoria and Connecticut.
- Leverage customer insights to develop tailored campaigns targeting both male and female demographics.
- Expand the wireless product portfolio to align with customer preferences and maximize profitability.



THANK YOU