GLOBAL RETAIL COMPANY ANALYSIS

Group: BLUE

Lecturers:

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DATA CLEANING PROCESS

The data has been successfully cleaned according to the project requirements:

1. Customers: Missing "State Code" values were filled using the "State" column, with new state codes assigned where necessary.

2. Sales: The "Delivery Date" column was removed as instructed.

3. Stores: Rows with missing "Square Meters" values were deleted.

DATA OVERVIEW

Comparison between Online Sales and Physical Stores:
- Online sales significantly outperform physical stores in total quantity sold.

Customer Distribution by Gender:
- The number of male and female customers is nearly equal, with no significant difference.

Global Store Distribution:
- The United States has the largest number of stores.
- Other countries like Germany and United Kingdom have fewer stores.

PRODUCT CATEGORIES

Product categories	Frequency	Product categories	Frequency
Home Appliances	661	TV and Video	222
Computers	606	Games and Toys	166
Cameras and Camcorders	372	Audio	115
Cell Phones	285	Music, Movies, and Audio Books	90

TOP THREE STORES

Top 3 Stores by Total Quantity Sold
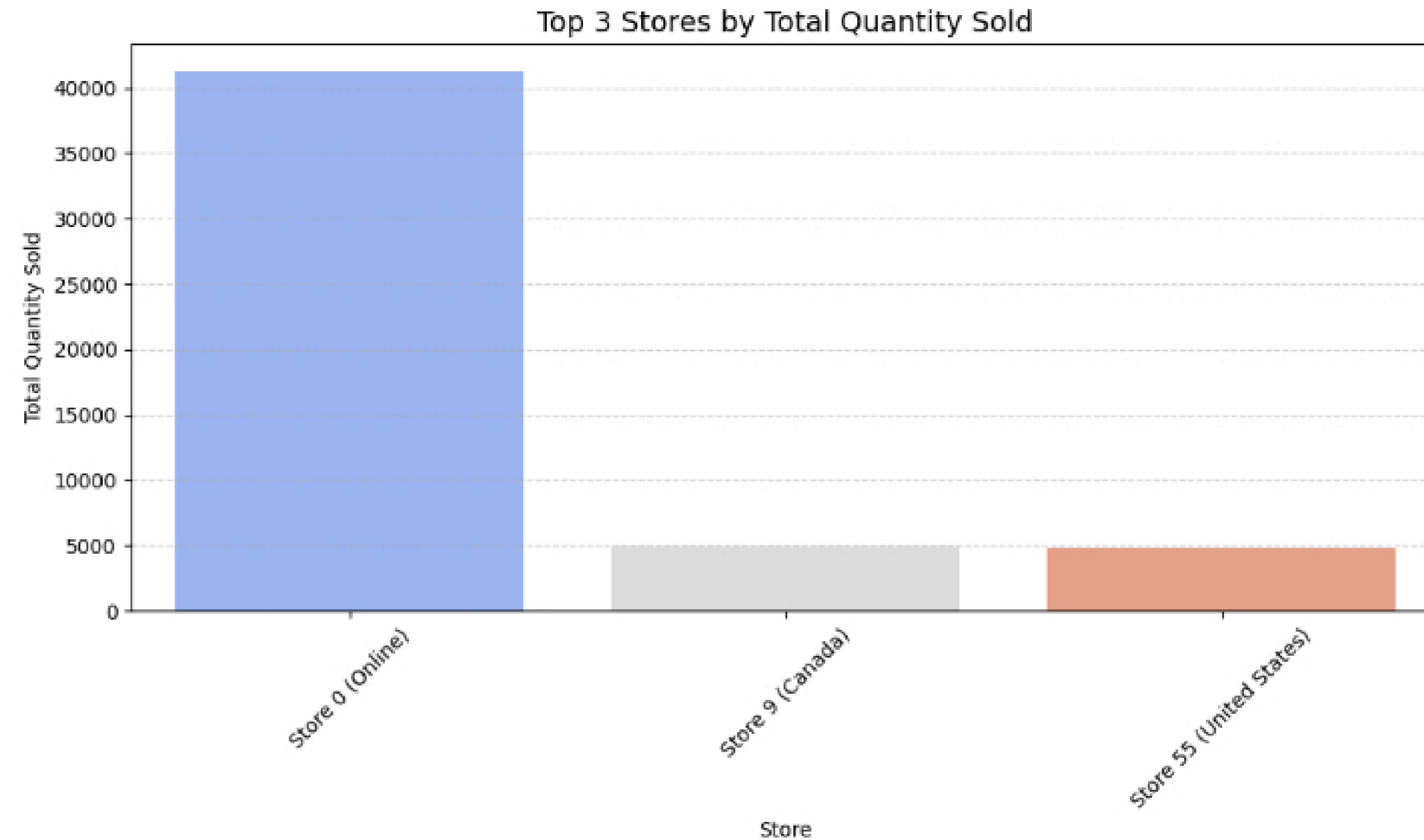
This chart compares the total quantity sold across 3 stores. Looking at the chart:

- Store 0 (Online) has by far the highest total quantity sold, making up almost the entire chart.
- Store 9 (Canada) and Store 55 (United States) have much lower sales, only around a few thousand units.

In summary, the online store (Store 0) dominates the total quantity sold.

CUSTOMER GENDER

- The distribution is nearly equal, with male customers representing 50.8% and female customers at 49.2%. Males make up a slightly larger proportion compared to females, but the difference is not significant.

- This indicates that the products appeals to both genders equally. This could also mean that the marketing and product designs are suitable for everyone.

Gender Distribution of Customers

Male — 50.8% (7747 customers)
Female — 49.2% (7518 customers)

COUNTRIES'STORES
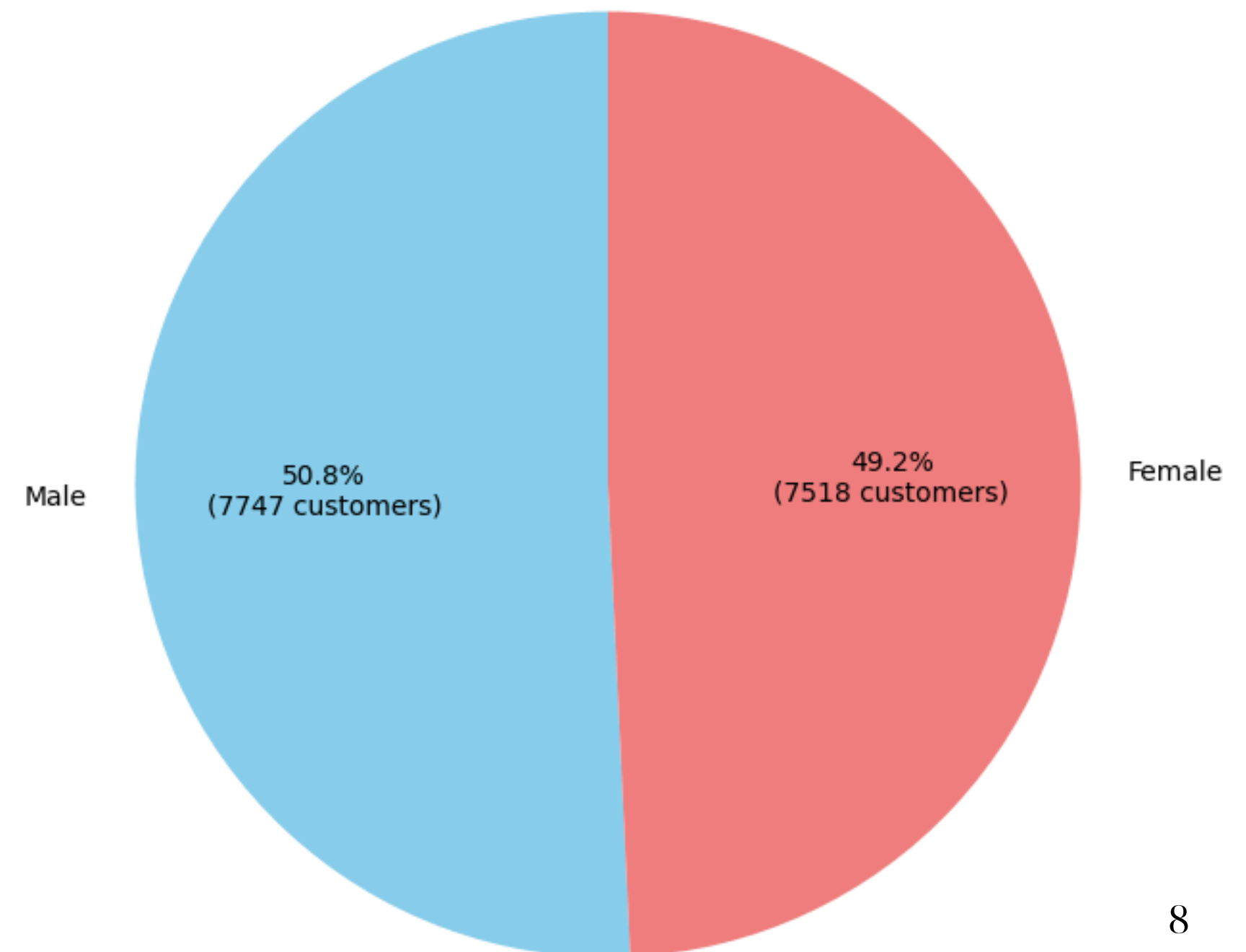
Number of Stores per Country
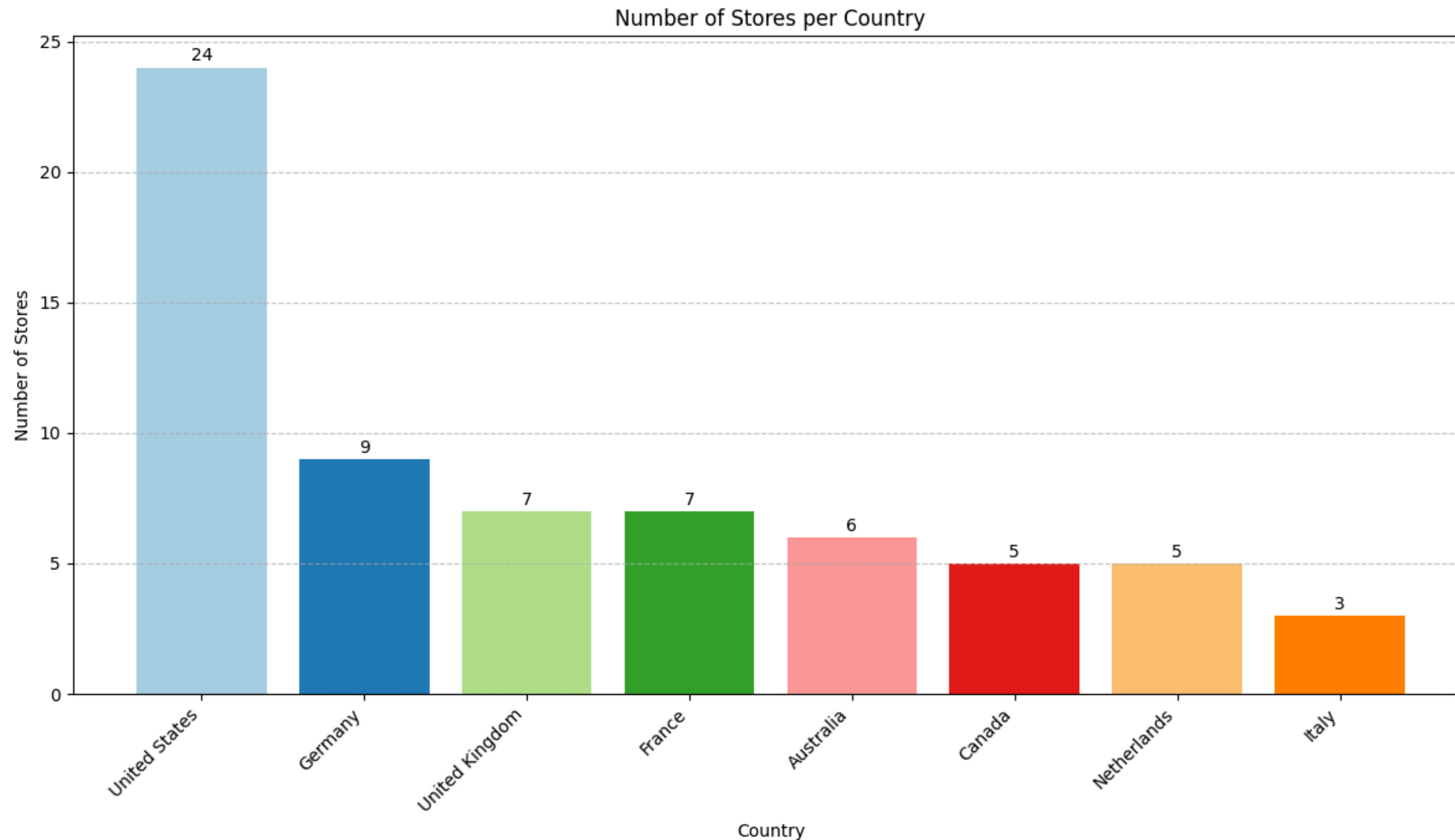
- The United States has the highest number of stores, indicating it is the main market for the brand.

- Countries like Germany, the UK, and France show that the brand has expanded fairly evenly across these countries.

- Other countries like Australia, Canada, the Netherlands, and Italy have fewer stores, which could be emerging markets or new expansions.

THANK YOU!