

ItemBreakdown

| | brand: item | indiv. price |
|---|-----------------------------------|--------------|
| 0 | Exotic Extras: Beef Chicharon | 1299.0 |
| 1 | HealthyKid 3+: Nutritional Milk | 1990.0 |
| 2 | Candy City: Orange Beans | 199.0 |
| 3 | HealthyKid 3+: Gummy Vitamins | 1500.0 |
| 4 | HealthyKid 3+: Yummy Vegetables | 500.0 |
| 5 | Candy City: Gummy Worms | 150.0 |
| 6 | Exotic Extras: Kimchi and Seaweed | 799.0 |

Figure 1: Pivot table of products and their individual prices

Figure 2: Pivot table of products, their individual prices, quantity sold of each item per month, and total sales of each item per month

| | brand: item | indiv. price | Jan Total | Feb Total | Mar Total | Apr Total | May Total | Jun Total | Jan Sales | Feb Sales | Mar Sales | Apr Sales | May Sales | Jun Sales |
|---|-----------------------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|------------|
| 0 | Exotic Extras: Beef Chicharon | 1299.0 | 9665 | 10001 | 9816 | 9890 | 10028 | 9902 | 12554835.0 | 12991299.0 | 12750984.0 | 12847110.0 | 13026372.0 | 12862698.0 |
| 1 | HealthyKid 3+: Nutritional Milk | 1990.0 | 9727 | 9691 | 9876 | 9786 | 9881 | 9767 | 19356730.0 | 19285090.0 | 19653240.0 | 19474140.0 | 19663190.0 | 19436330.0 |
| 2 | Candy City: Orange Beans | 199.0 | 9774 | 10037 | 9611 | 9914 | 9964 | 10106 | 1945026.0 | 1997363.0 | 1912589.0 | 1972886.0 | 1982836.0 | 2011094.0 |
| 3 | HealthyKid 3+: Gummy Vitamins | 1500.0 | 9681 | 9980 | 10145 | 9842 | 9948 | 9980 | 14521500.0 | 14970000.0 | 15217500.0 | 14763000.0 | 14922000.0 | 14970000.0 |
| 4 | HealthyKid 3+: Yummy Vegetables | 500.0 | 9959 | 10256 | 9896 | 9861 | 9735 | 9722 | 4979500.0 | 5128000.0 | 4948000.0 | 4930500.0 | 4867500.0 | 4861000.0 |
| 5 | Candy City: Gummy Worms | 150.0 | 9559 | 9996 | 9986 | 10043 | 9801 | 9934 | 1433850.0 | 1499400.0 | 1497900.0 | 1506450.0 | 1470150.0 | 1490100.0 |
| 6 | Exotic Extras: Kimchi and Seaweed | 799.0 | 9676 | 9949 | 9967 | 9921 | 9773 | 10104 | 7731124.0 | 7949251.0 | 7963633.0 | 7926879.0 | 7808627.0 | 8073096.0 |

Figure 3: Pivot table of products and quantity sold of each item per month

| | brand: item | Jan Total | Feb Total | Mar Total | Apr Total | May Total | Jun Total |
|---|-----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| 0 | Candy City: Gummy Worms | 9559 | 9996 | 9986 | 10043 | 9801 | 9934 |
| 1 | Candy City: Orange Beans | 9774 | 10037 | 9611 | 9914 | 9964 | 10106 |
| 2 | Exotic Extras: Beef Chicharon | 9665 | 10001 | 9816 | 9890 | 10028 | 9902 |
| 3 | Exotic Extras: Kimchi and Seaweed | 9676 | 9949 | 9967 | 9921 | 9773 | 10104 |
| 4 | HealthyKid 3+: Gummy Vitamins | 9681 | 9980 | 10145 | 9842 | 9948 | 9980 |
| 5 | HealthyKid 3+: Nutritional Milk | 9727 | 9691 | 9876 | 9786 | 9881 | 9767 |
| 6 | HealthyKid 3+: Yummy Vegetables | 9959 | 10256 | 9896 | 9861 | 9735 | 9722 |

Figure 4: Bar graph of count of each item sold per month or of Figure 3

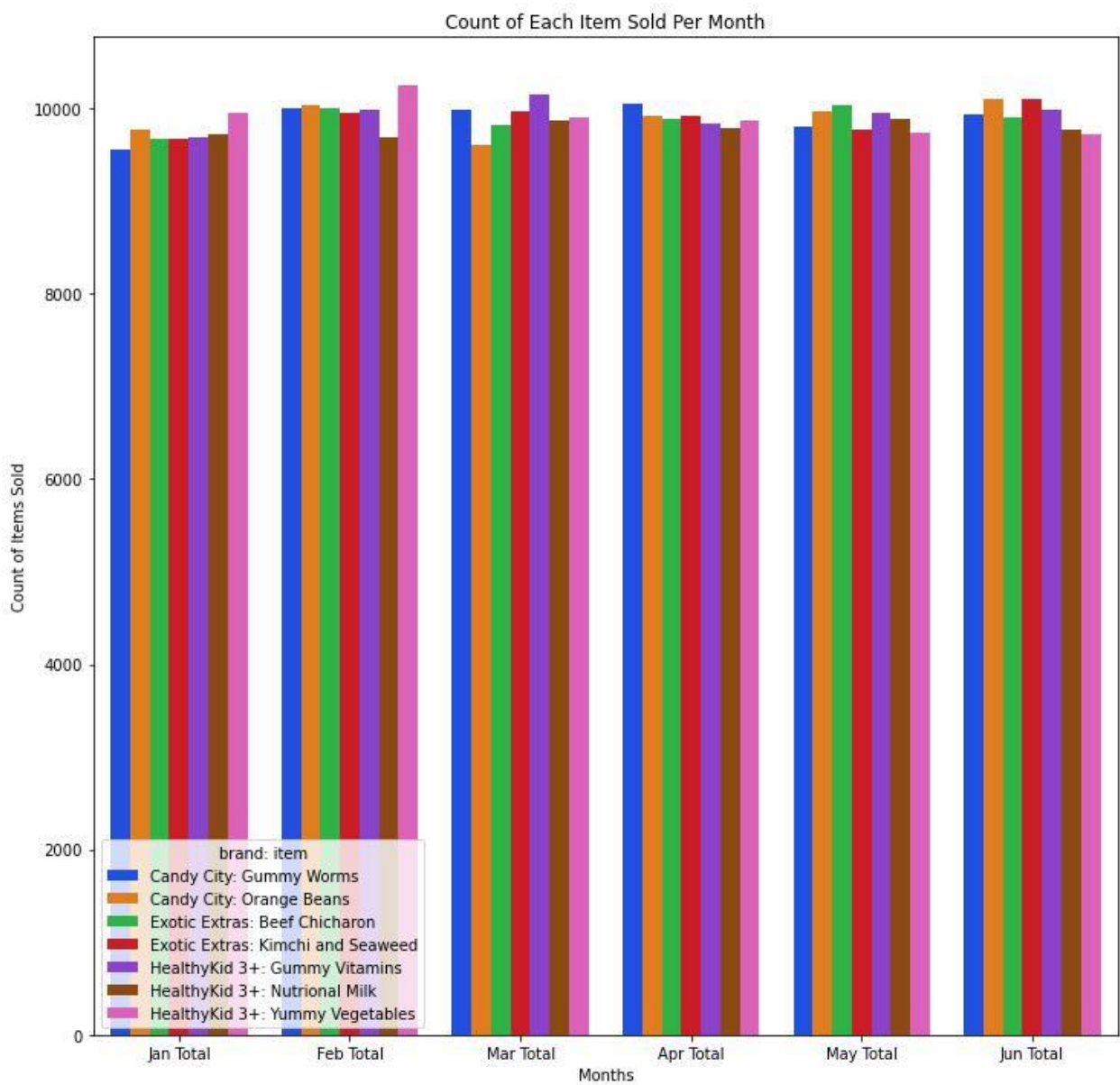


Figure 5: Pivot table of months and trend of the quantity sold of each item for six months

| Months | Candy City: Gummy Worms | Candy City: Orange Beans | Exotic Extras: Beef Chicharon | Exotic Extras: Kimchi and Seaweed | HealthyKid 3+: Gummy Vitamins | HealthyKid 3+: Nutritional Milk | HealthyKid 3+: Yummy Vegetables |
|-------------|-------------------------|--------------------------|-------------------------------|-----------------------------------|-------------------------------|---------------------------------|---------------------------------|
| 0 Jan Total | 9559 | 9774 | 9665 | 9676 | 9681 | 9727 | 9959 |
| 1 Feb Total | 9996 | 10037 | 10001 | 9949 | 9980 | 9691 | 10256 |
| 2 Mar Total | 9986 | 9611 | 9816 | 9967 | 10145 | 9876 | 9896 |
| 3 Apr Total | 10043 | 9914 | 9890 | 9921 | 9842 | 9786 | 9861 |
| 4 May Total | 9801 | 9964 | 10028 | 9773 | 9948 | 9881 | 9735 |
| 5 Jun Total | 9934 | 10106 | 9902 | 10104 | 9980 | 9767 | 9722 |

Figure 6: Bar graph of trend of quantity sold of each item for six months or of Figure 5

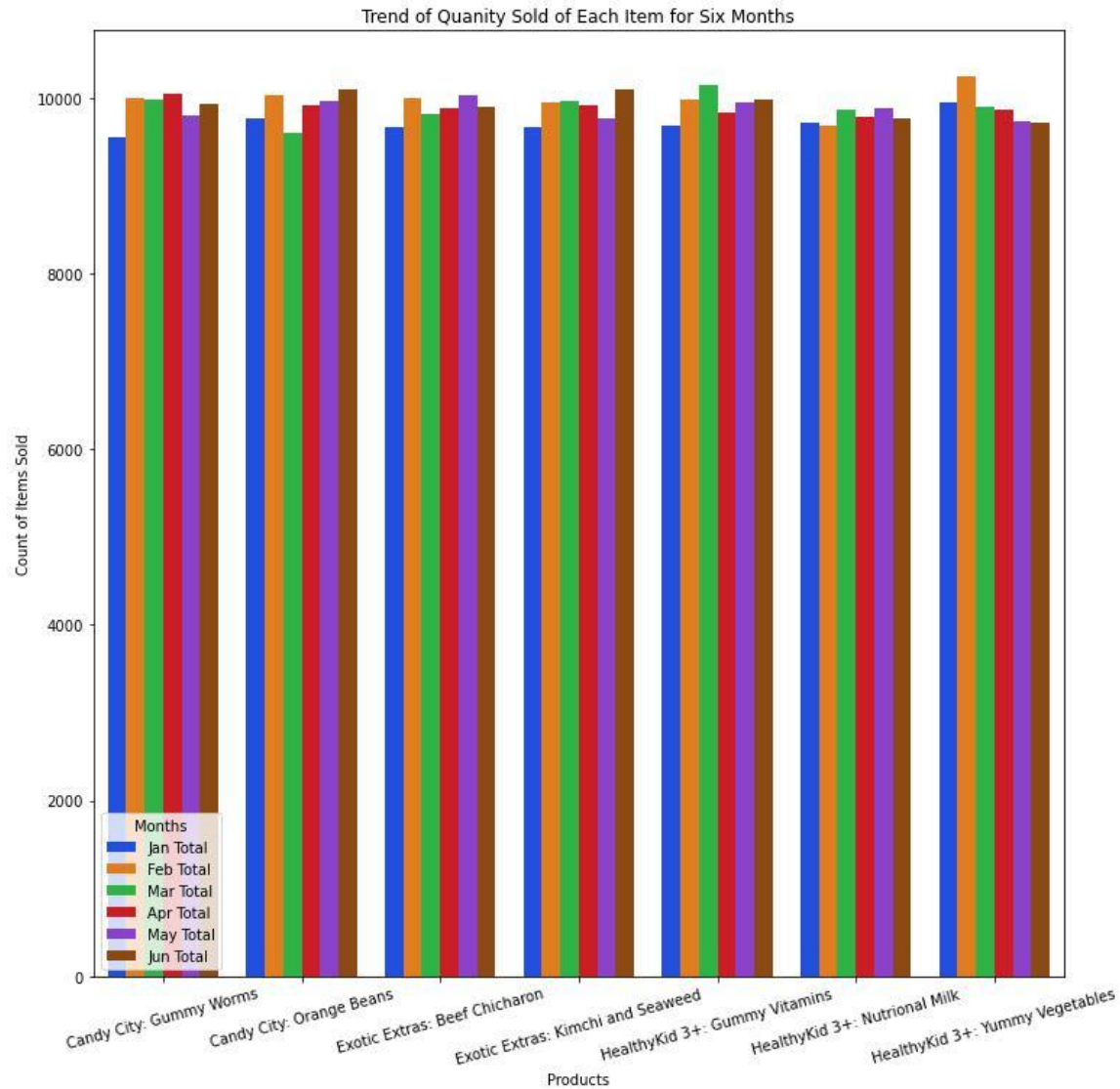


Figure 7: Pivot table of products and total sales of each item per month

| | brand: item | Jan Sales | Feb Sales | Mar Sales | Apr Sales | May Sales | Jun Sales |
|---|-----------------------------------|------------|------------|------------|------------|------------|------------|
| 0 | Candy City: Gummy Worms | 1433850.0 | 1499400.0 | 1497900.0 | 1506450.0 | 1470150.0 | 1490100.0 |
| 1 | Candy City: Orange Beans | 1945026.0 | 1997363.0 | 1912589.0 | 1972886.0 | 1982836.0 | 2011094.0 |
| 2 | Exotic Extras: Beef Chicharon | 12554835.0 | 12991299.0 | 12750984.0 | 12847110.0 | 13026372.0 | 12862698.0 |
| 3 | Exotic Extras: Kimchi and Seaweed | 7731124.0 | 7949251.0 | 7963633.0 | 7926879.0 | 7808627.0 | 8073096.0 |
| 4 | HealthyKid 3+: Gummy Vitamins | 14521500.0 | 14970000.0 | 15217500.0 | 14763000.0 | 14922000.0 | 14970000.0 |
| 5 | HealthyKid 3+: Nutritional Milk | 19356730.0 | 19285090.0 | 19653240.0 | 19474140.0 | 19663190.0 | 19436330.0 |
| 6 | HealthyKid 3+: Yummy Vegetables | 4979500.0 | 5128000.0 | 4948000.0 | 4930500.0 | 4867500.0 | 4861000.0 |

Figure 8: Bar graph of total sale value of each item per month or of Figure 7

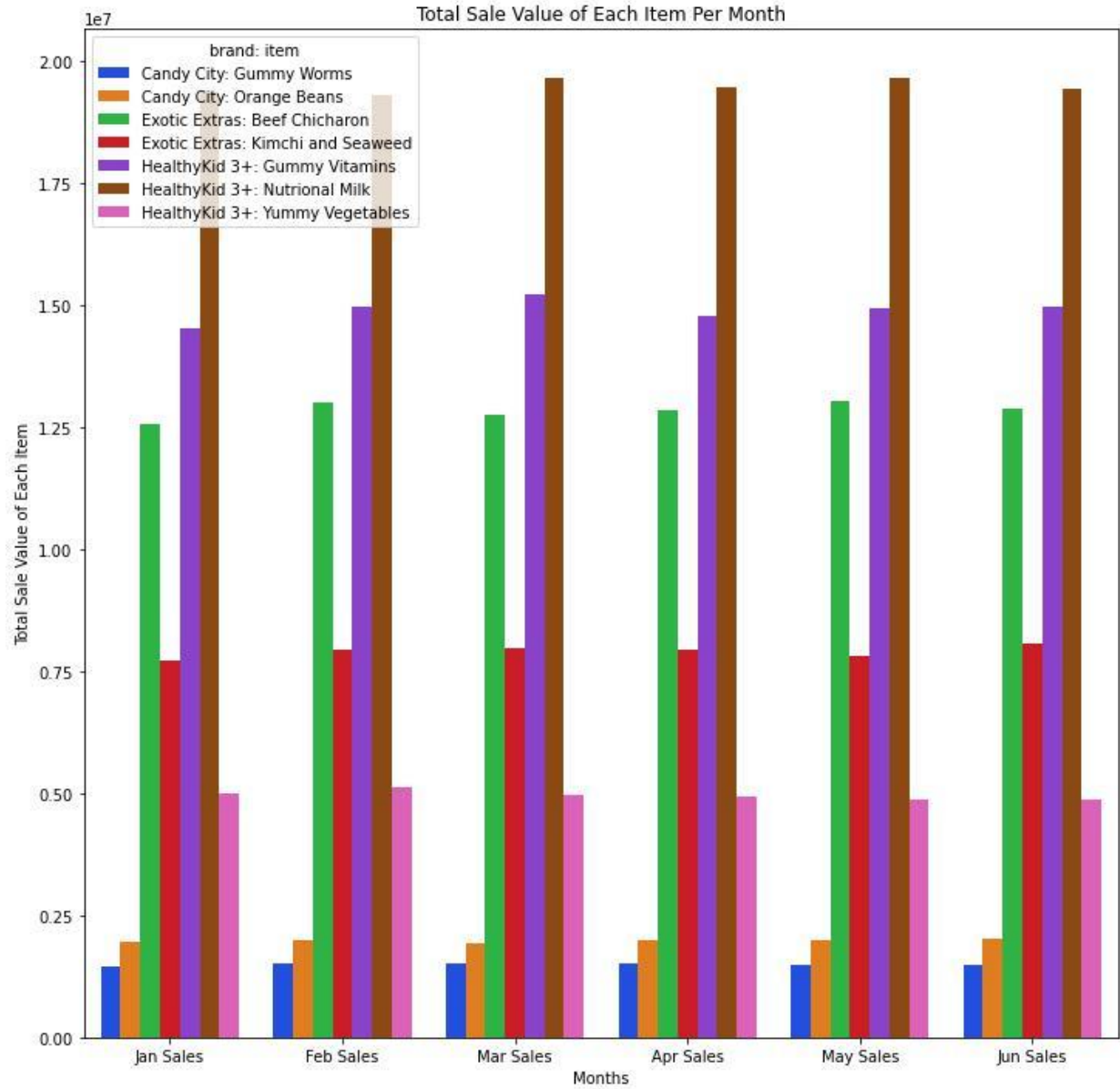
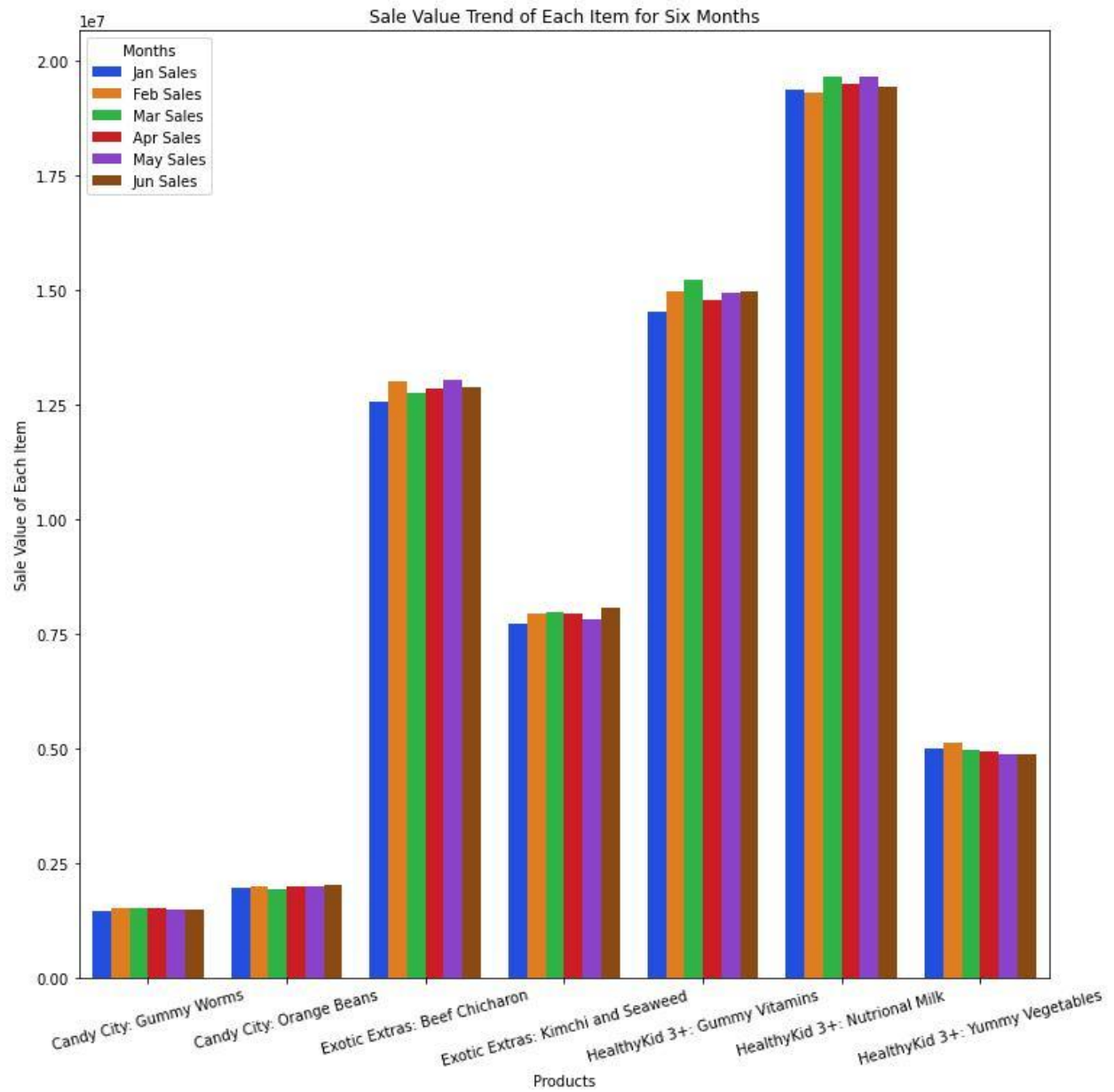


Figure 9: Pivot table of months and sale value trend of each item for six months

| Months | Candy City: Gummy Worms | Candy City: Orange Beans | Exotic Extras: Beef Chicharon | Exotic Extras: Kimchi and Seaweed | HealthyKid 3+: Gummy Vitamins | HealthyKid 3+: Nutritional Milk | HealthyKid 3+: Yummy Vegetables |
|-------------|-------------------------|--------------------------|-------------------------------|-----------------------------------|-------------------------------|---------------------------------|---------------------------------|
| 0 Jan Sales | 1433850.0 | 1945026.0 | 12554835.0 | 7731124.0 | 14521500.0 | 19356730.0 | 4979500.0 |
| 1 Feb Sales | 1499400.0 | 1997363.0 | 12991299.0 | 7949251.0 | 14970000.0 | 19285090.0 | 5128000.0 |
| 2 Mar Sales | 1497900.0 | 1912589.0 | 12750984.0 | 7963633.0 | 15217500.0 | 19653240.0 | 4948000.0 |
| 3 Apr Sales | 1506450.0 | 1972886.0 | 12847110.0 | 7926879.0 | 14763000.0 | 19474140.0 | 4930500.0 |
| 4 May Sales | 1470150.0 | 1982836.0 | 13026372.0 | 7808627.0 | 14922000.0 | 19663190.0 | 4867500.0 |
| 5 Jun Sales | 1490100.0 | 2011094.0 | 12862698.0 | 8073096.0 | 14970000.0 | 19436330.0 | 4861000.0 |

Figure 10: Bar graph of sale value trend of each item for six months or of Figure 9



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Customer

Figure 1: Pivot table of customer's total transactions per month

| username | | order_id | | | | | | total |
|------------------|-----------|----------|---------|---------|---------|---------|---------|-------|
| transaction_date | | 2022/01 | 2022/02 | 2022/03 | 2022/04 | 2022/05 | 2022/06 | |
| 0 | aadams | 3 | 2 | 1 | 1 | 0 | 1 | 8 |
| 1 | aaguilar | 0 | 0 | 2 | 1 | 0 | 2 | 5 |
| 2 | aalvarez | 0 | 1 | 3 | 1 | 1 | 0 | 6 |
| 3 | aaron02 | 2 | 1 | 3 | 3 | 0 | 2 | 11 |
| 4 | aaron15 | 0 | 1 | 3 | 1 | 0 | 3 | 8 |
| ... | ... | ... | ... | ... | ... | ... | ... | ... |
| 8500 | zwatson | 2 | 2 | 2 | 0 | 0 | 2 | 8 |
| 8501 | zweber | 1 | 1 | 0 | 2 | 2 | 1 | 7 |
| 8502 | zwelch | 2 | 3 | 1 | 2 | 2 | 1 | 11 |
| 8503 | zwhite | 1 | 3 | 2 | 0 | 6 | 6 | 18 |
| 8504 | zwilliams | 1 | 3 | 3 | 1 | 0 | 0 | 8 |

Figure 2: Pivot table of top ten customers with the highest count of total transactions

| username | | order_id | | | | | | total |
|------------------|-------------|----------|---------|---------|---------|---------|---------|-------|
| transaction_date | | 2022/01 | 2022/02 | 2022/03 | 2022/04 | 2022/05 | 2022/06 | |
| 7656 | tsmith | 6 | 9 | 13 | 8 | 7 | 10 | 53 |
| 1430 | cjones | 8 | 8 | 11 | 8 | 7 | 10 | 52 |
| 8468 | zmartin | 9 | 4 | 8 | 8 | 11 | 8 | 48 |
| 8386 | ysmith | 9 | 7 | 8 | 9 | 5 | 8 | 46 |
| 2346 | esmith | 5 | 7 | 9 | 8 | 8 | 7 | 44 |
| 3854 | jonesnicole | 9 | 3 | 9 | 5 | 9 | 8 | 43 |
| 8261 | xjohnson | 9 | 8 | 6 | 9 | 4 | 6 | 42 |
| 532 | asmith | 9 | 8 | 6 | 3 | 7 | 7 | 40 |
| 3994 | jsmith | 6 | 6 | 4 | 5 | 6 | 11 | 38 |
| 8491 | zsmith | 7 | 3 | 7 | 8 | 8 | 3 | 36 |

Figure 3: Bar graph of top ten customers with the highest count of total transactions or of Figure 2

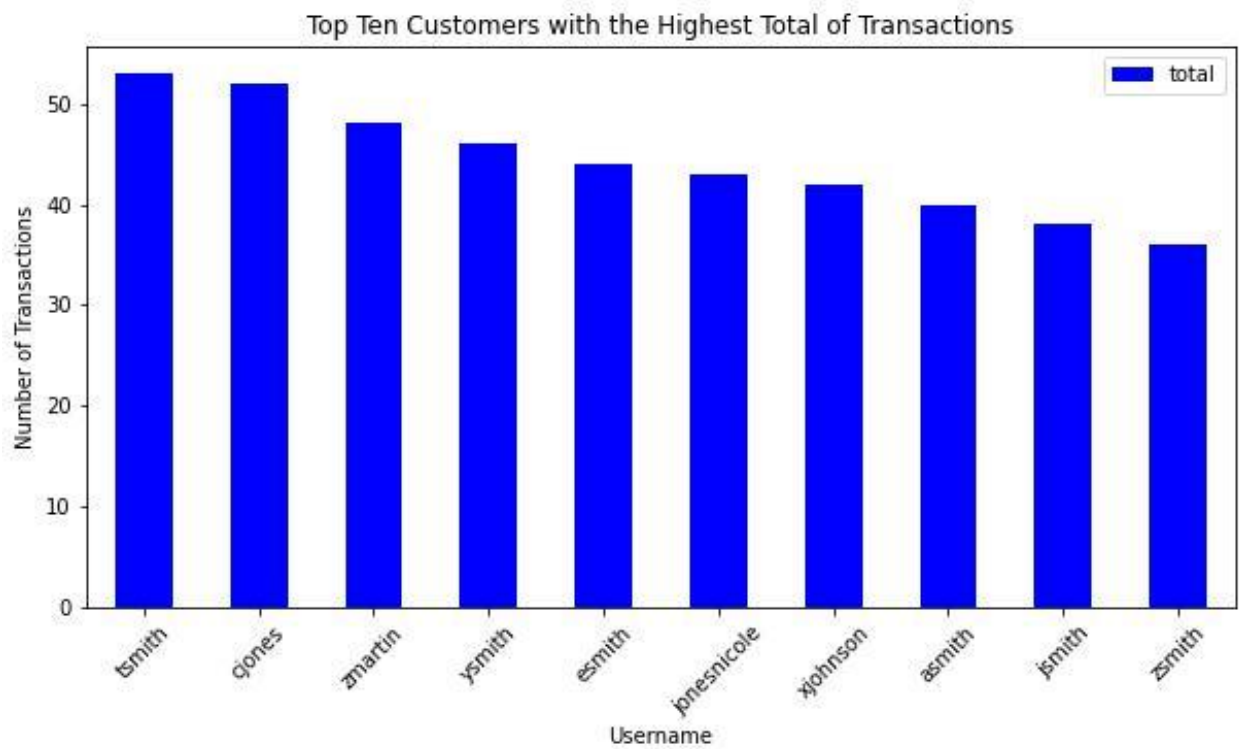


Figure 4: Pivot table of customer's frequency of transactions

| Month | 2022/01 | 2022/02 | 2022/03 | 2022/04 | 2022/05 | 2022/06 |
|----------|---------|---------|---------|---------|---------|---------|
| Repeater | 0 | 5167 | 5239 | 5191 | 5126 | 5208 |
| Inactive | 0 | 1416 | 1728 | 1912 | 1915 | 1840 |
| Engaged | 6583 | 5167 | 4141 | 3304 | 2685 | 2210 |
| New | 6583 | 1463 | 340 | 94 | 22 | 3 |

Figure 5: Line graph of count of “repeaters” customers

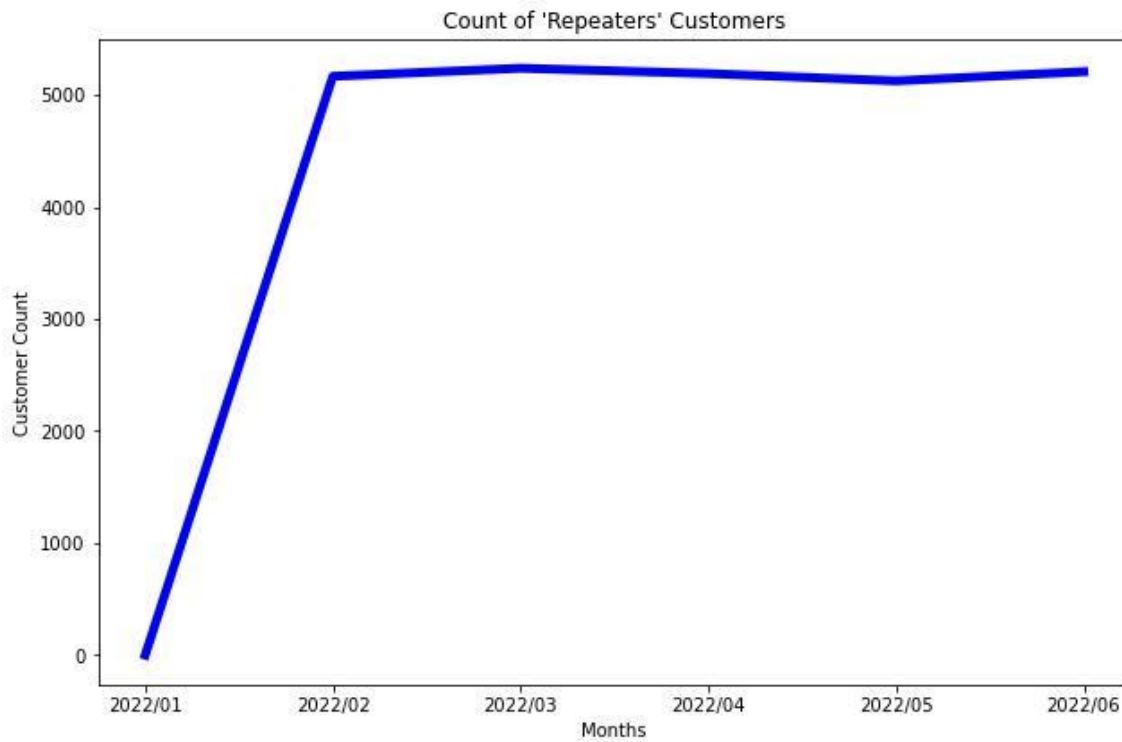


Figure 6: Line graph of count of “inactive” customers

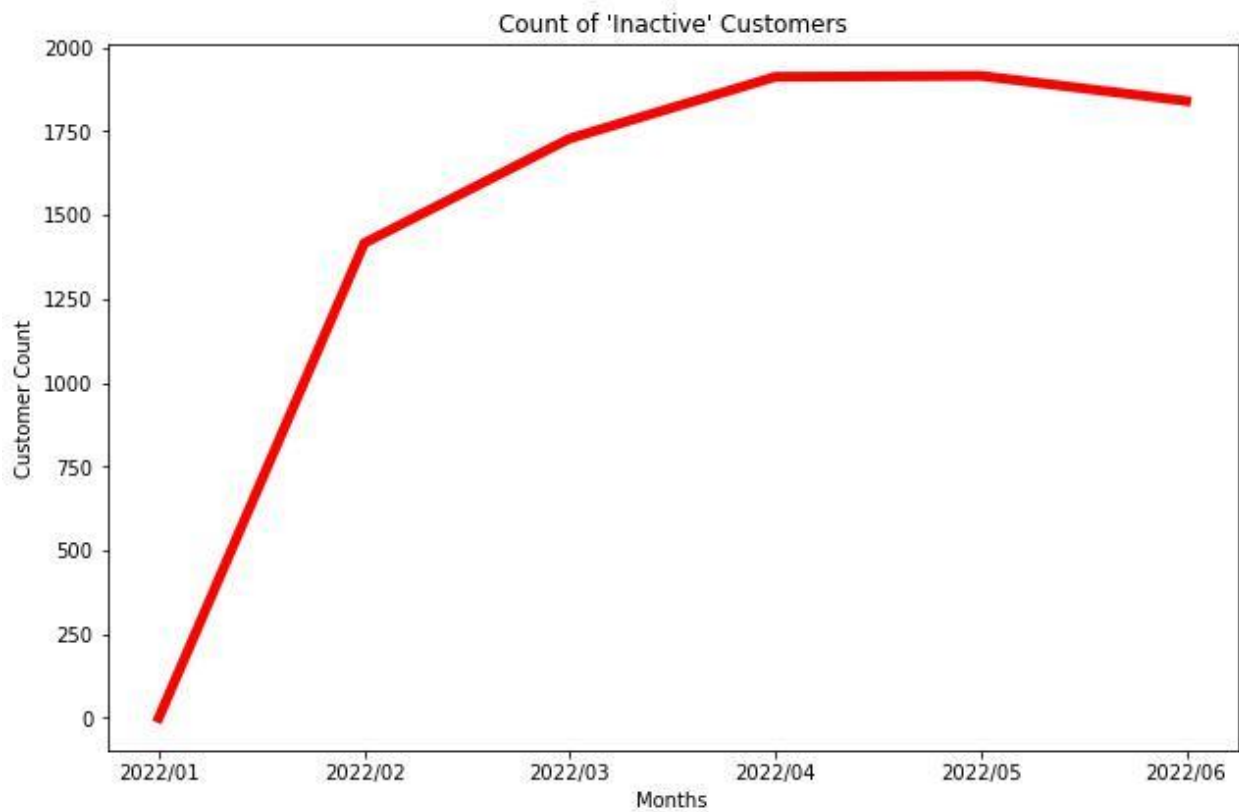


Figure 7: Line graph of count of “engaged” customers

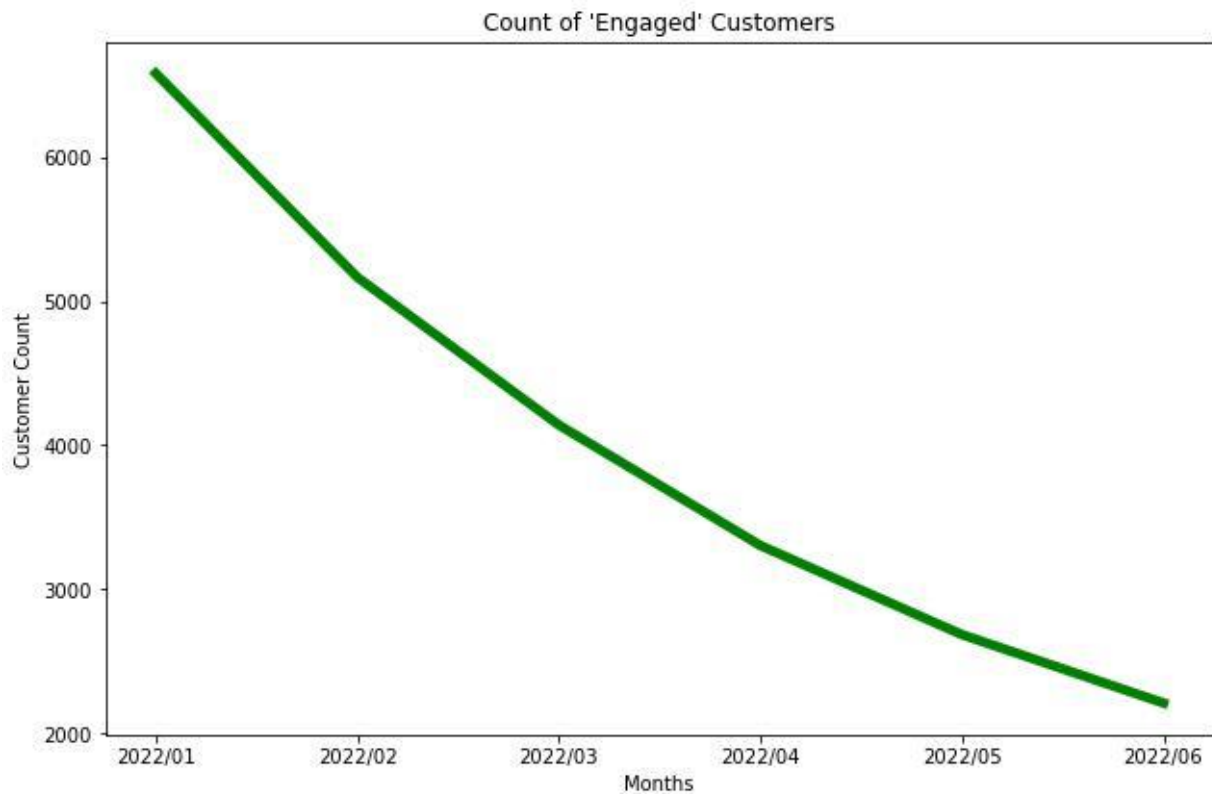


Figure 8: Line graph of count of “new” customers

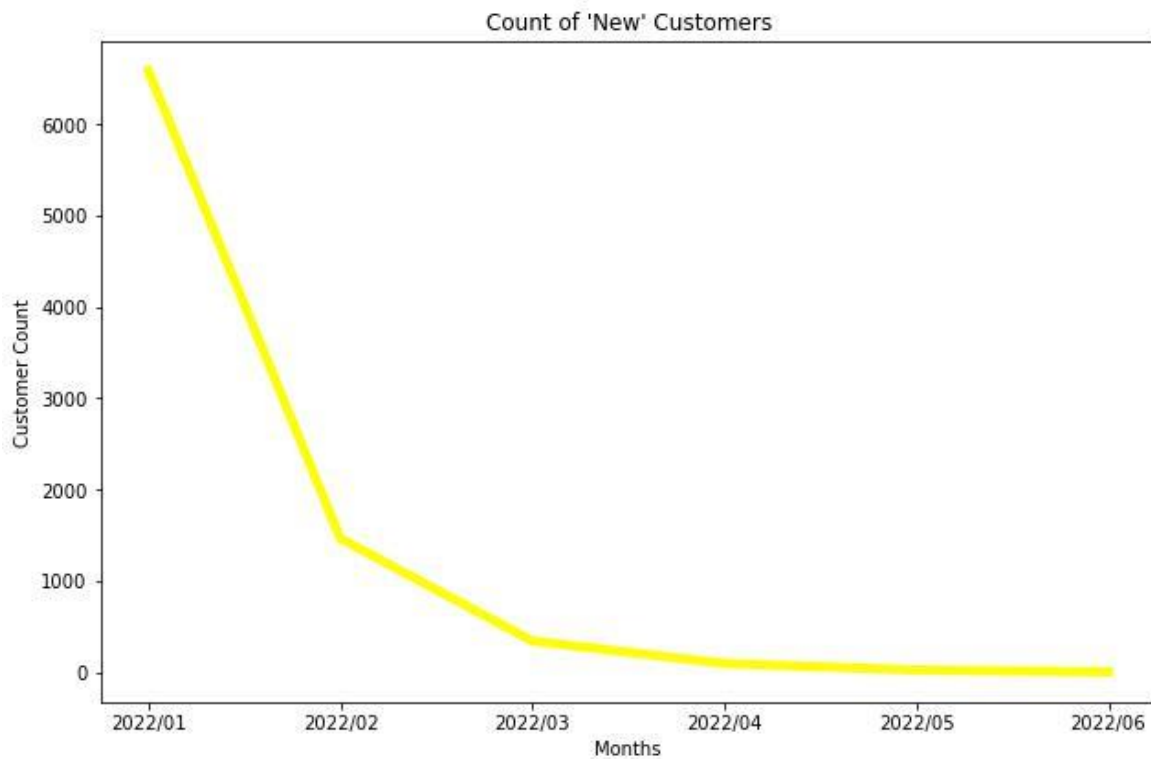


Figure 9: Line graph of all combined customer metrics

