

DataSpark - Illuminating Insights for Global Electronics

Capstone Project

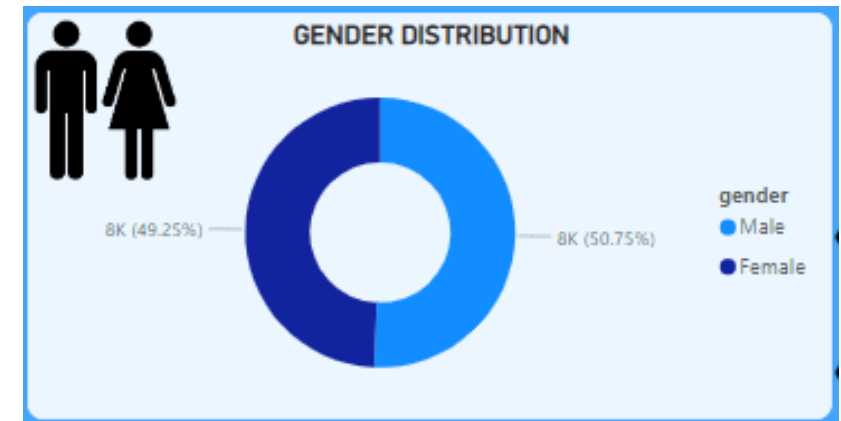
By:

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Customer Analysis

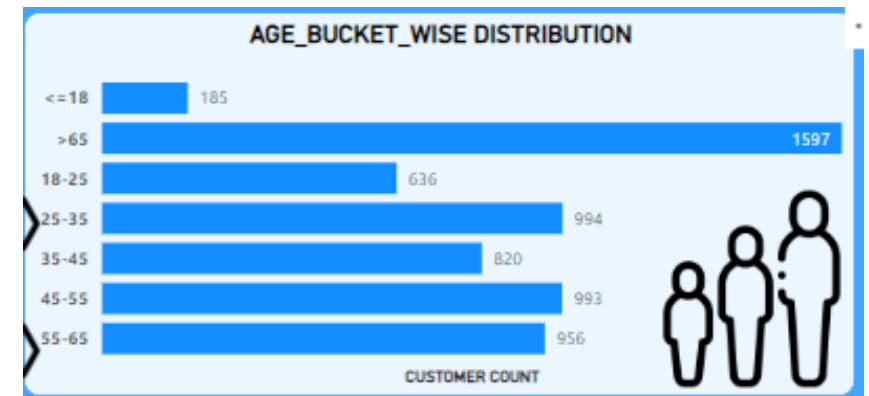
Gender Analysis:

- 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.



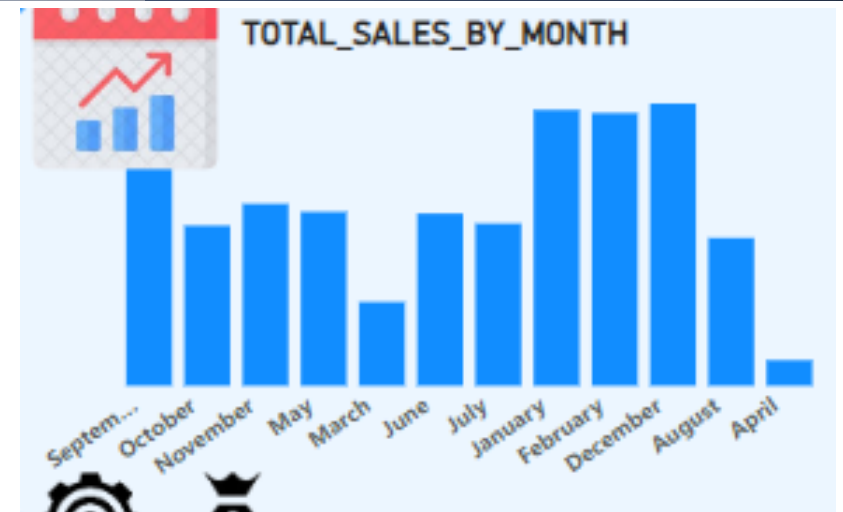
Sales Analysis

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

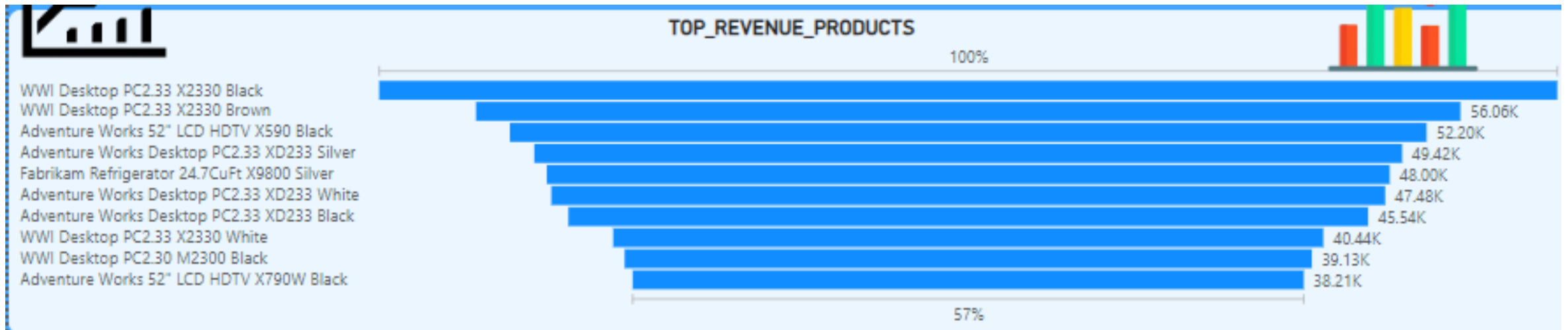
Top Performers:

- 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

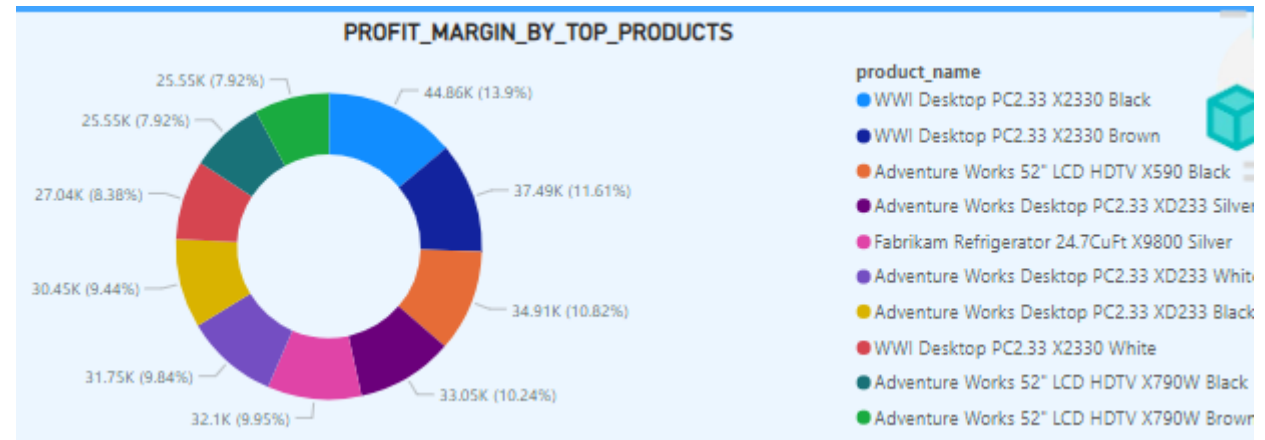
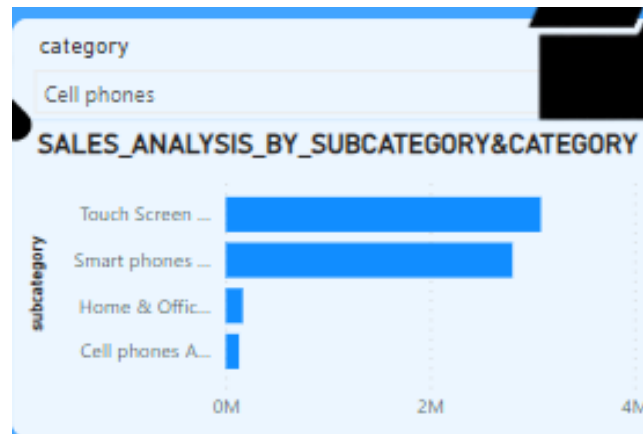
Sales Analysis



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:

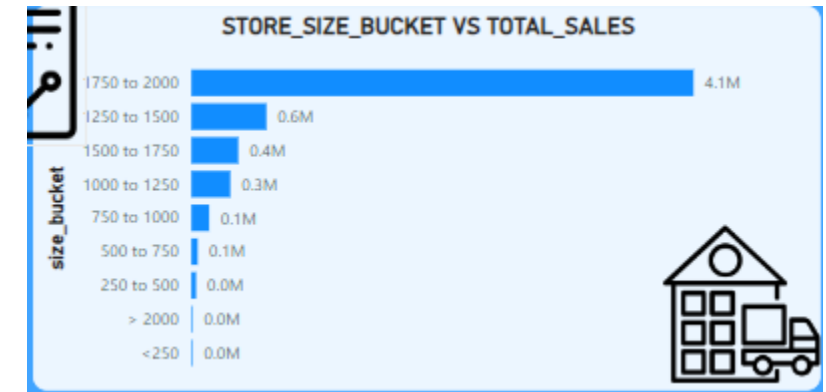
- After seeing the total revenue, it has been understood that the sales from north American stores are the highest.
- There are very less number of stores in Australia which can cost us the opportunity.
- Spreading the company across the Australia can help the company grow its sales well

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

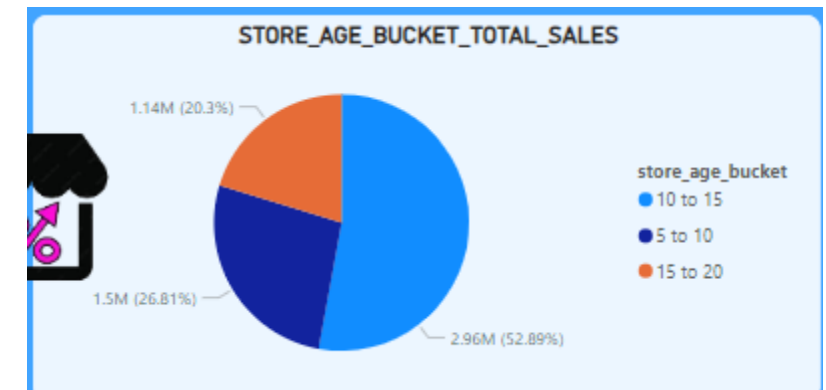
Store Size analysis:

- 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