

An Insight On  
**Tailwind Traders**

-Yash Bhatt

Tools Used : Python, Pandas, Matplotlib, Numpy, VSCode

# Data Description & Cleaning

- 54 rows, 25 columns
- *No null-values were present in data*
- *Cells and Column headers had leading and trailing spaces, which were removed (stripped) before analysis*
- Used Columns :
  - Grouping Metrics :  
Sales Rep(4\*), Country(5\*), Color(6\*), Size(4\*), Product Category(14\*)
  - Numeric Metrics :  
Gross Product Price(\$), Gross Revenue(\$), Total Tax(\$), Net Revenue(\$),  
Tax Per Product(%), Quantity Purchased(n)
- Unused Columns :
  - Won't Have Used :  
OrderID, Customer Name, Product Name, Product Description, SKU Number, CustomerID,  
Address, Zip Code, Phone, Email
  - Might Have used : Weight(lb/kg), Rating, Stock(n), Loyalty Points(n)

\* Number of Unique Values

# Insights

## TAILWIND TRADERS - BUSINESS METRICS SUMMARY

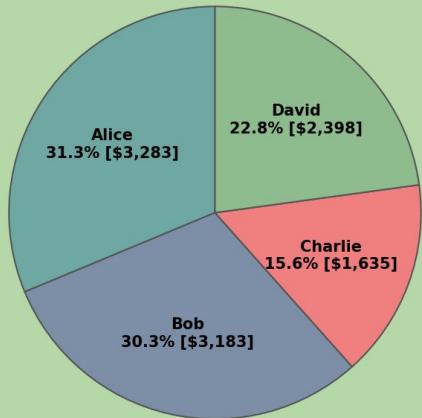
Total Gross Revenue:	\$	11,318.0
Total Net Revenue:	\$	10,499.0
Total Tax Collected:	\$	819.0
Total Orders:		54
Total Quantity Purchased:		152
Average Order Value:	\$	194.43
Tax as % of Gross Revenue:		7.24%

Key Metrics (assumed) : Growth and Business Expansion  
*Questions, from the eyes of Senior Management...*

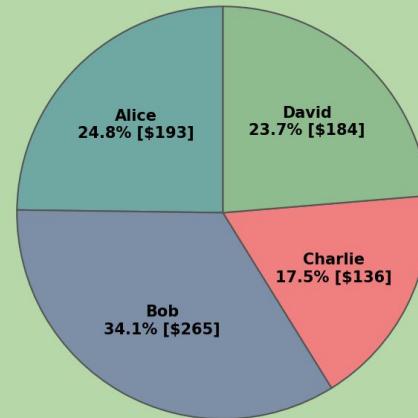
# How Are The Sales Representatives Performing ?

- 4 Sales Representatives : Alice, Bob, Charlie, David

**Net Revenue Distribution by Sales Rep  
(Total)**

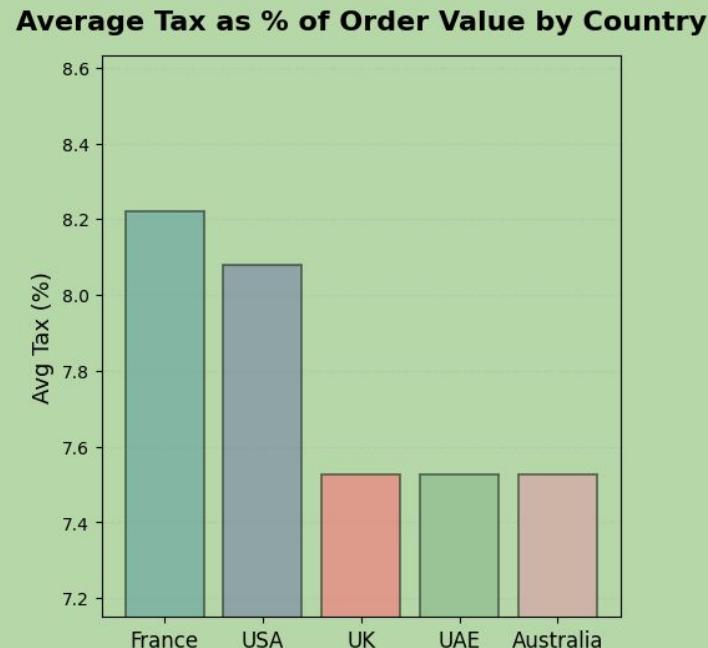
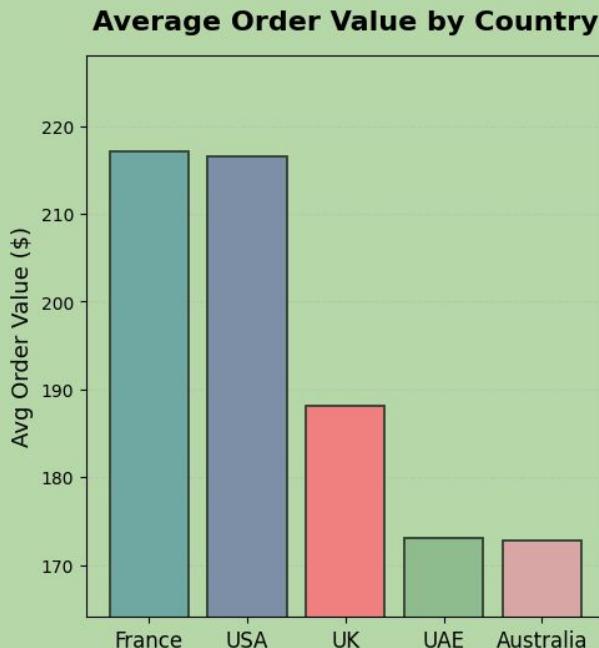


**Net Revenue Distribution by Sales Rep  
(Per Order)**



# How Do Trades In Different Countries Compare ?

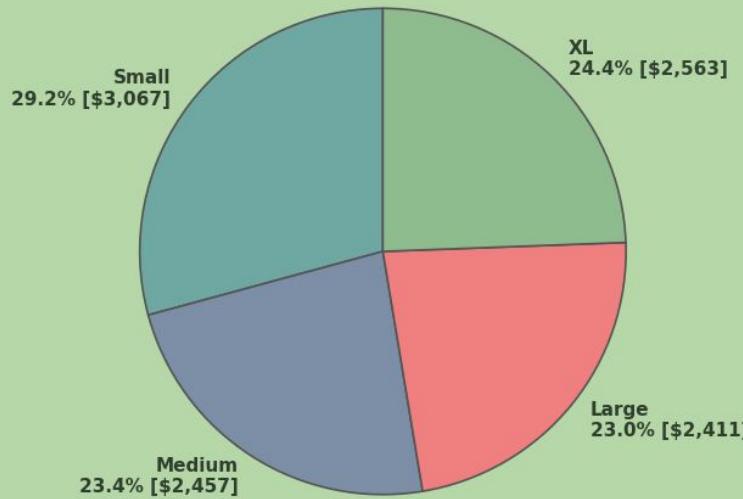
- 5 Countries : USA,Australia,UK,France,UAE



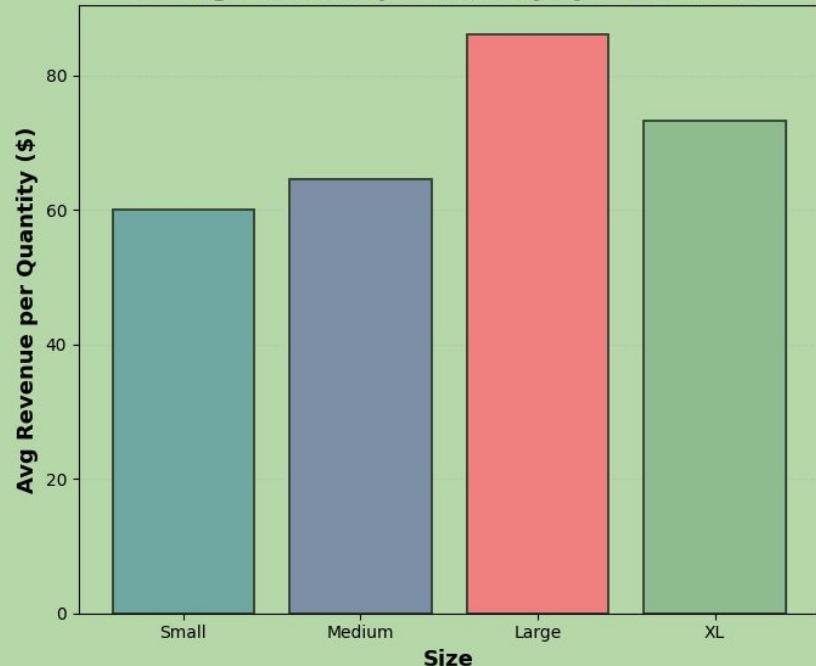
# Which Sized Items Are More Profitable ?

- 4 Sizes : Small, Medium, Large, XL

Net Revenue Distribution by Product Size

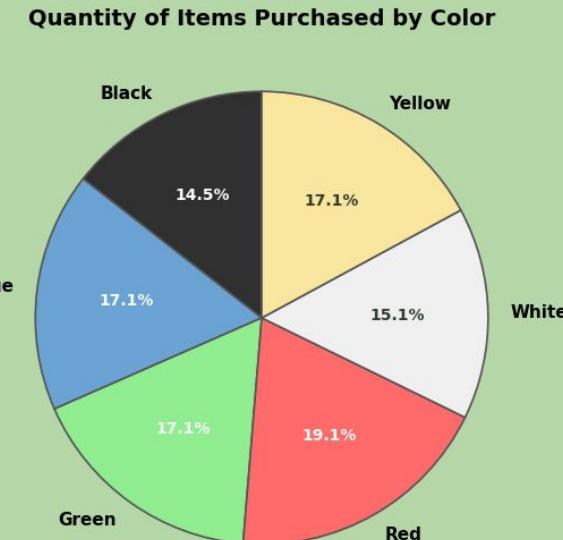


Average Revenue per Quantity by Product Size



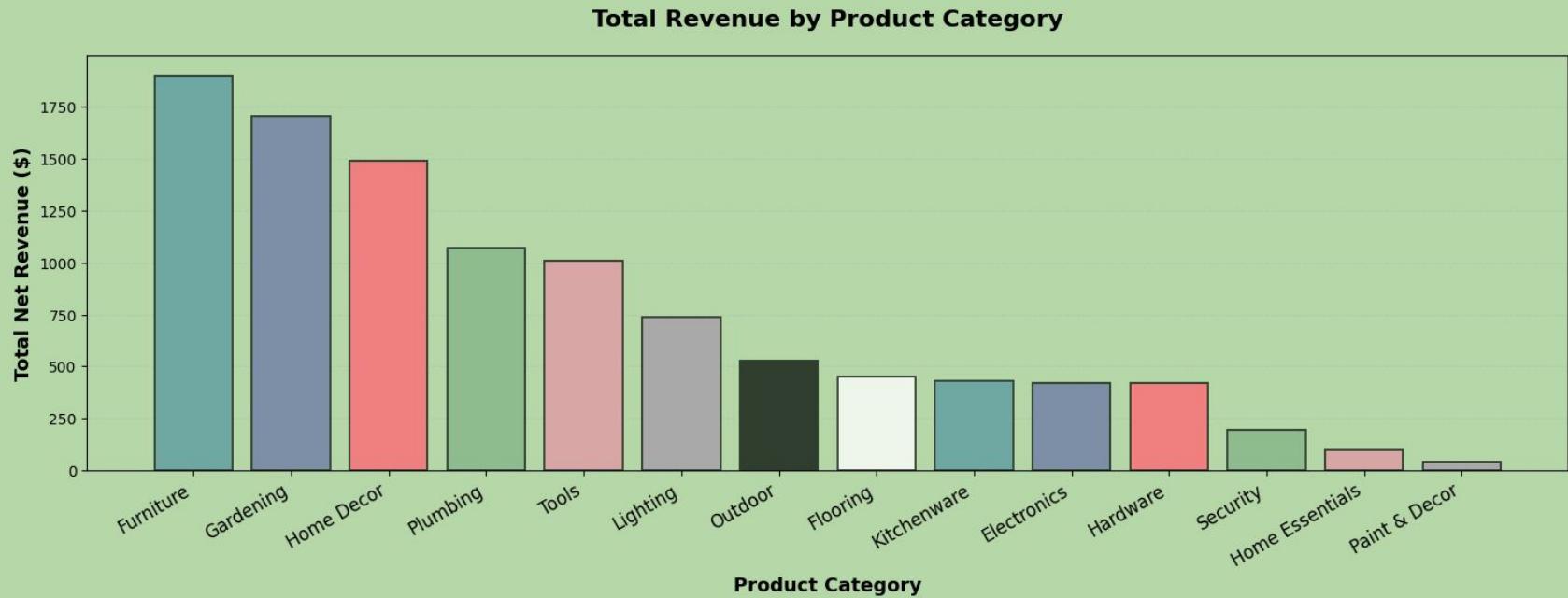
# Which Color Products Are More Profitable ?

- 6 Colors : Red,Blue,Green,Black,White,Yellow



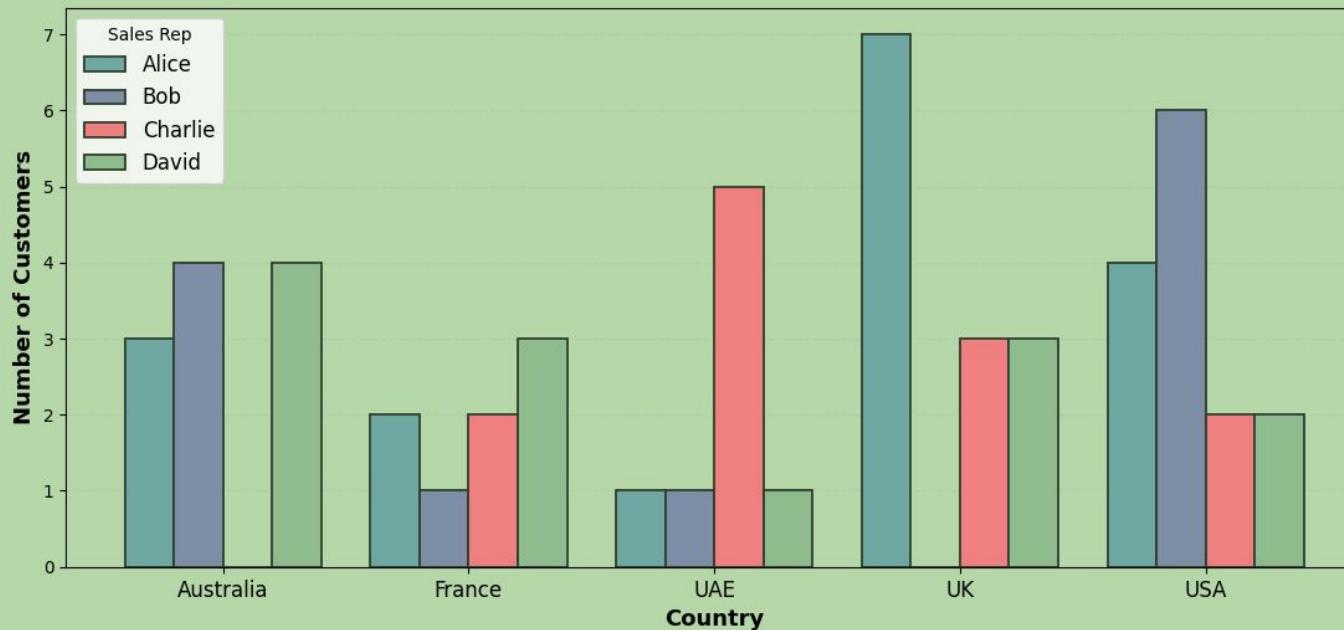
# Which Product Categories Are More Profitable ?

- 14 Product Categories



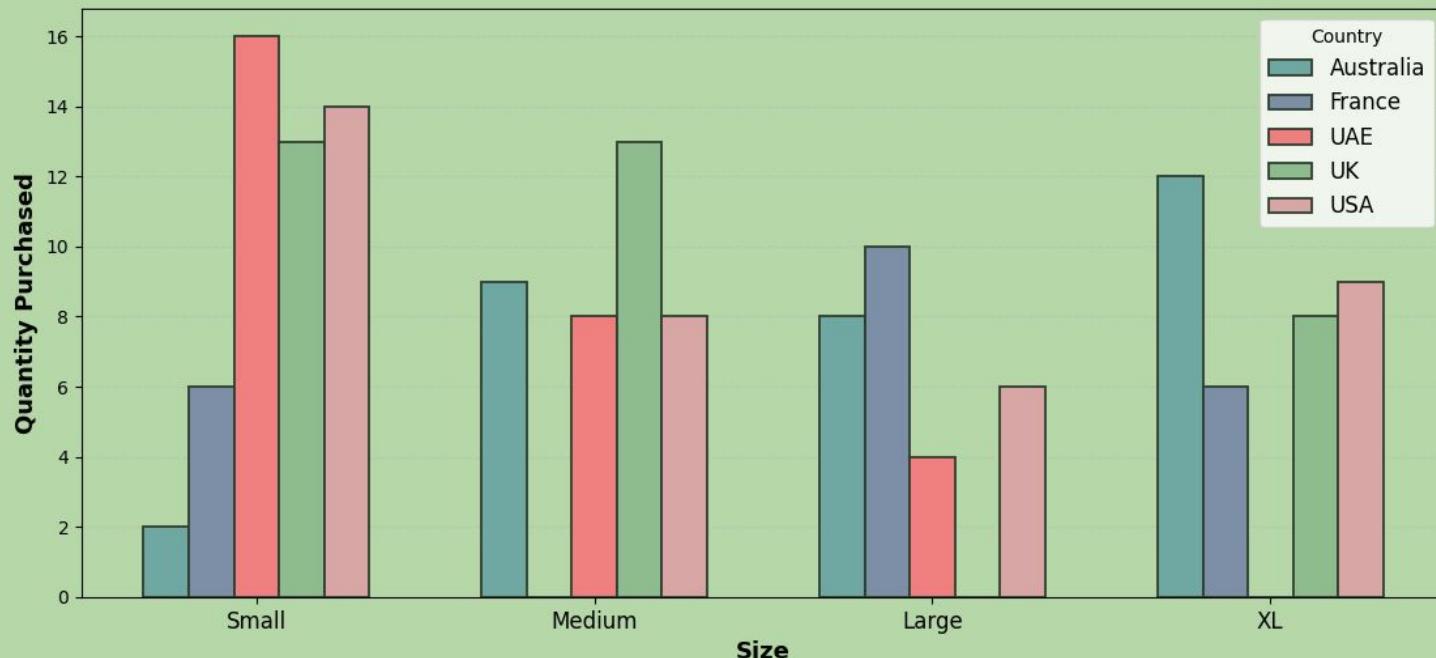
# What Does The Country Wise Customer Base Of Each Sales Representative Look Like ?

**Customers Per Country Under Each Sales Rep**



# What Are The Counts of Sizes Of Items Ordered Country Wise ?

Quantity Purchased by Size in Each Country

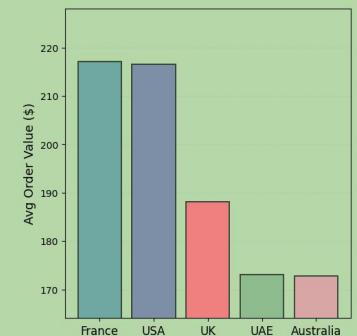


# If I Had To Do It Again.../What I Thought of Afterwards...

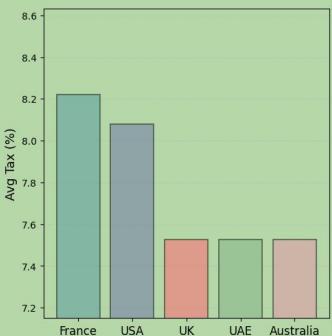
- Might Have used: Weight(lb/kg), Rating, Stock(n), Loyalty Points(n)
- What is the Total Revenue Per Item Sold by Product Category ?
- What % of Stock of Each Item is Sold ?
- What Category Of Products Received What Average Rating ?
- What is The Average Revenue per unit Weight of Product in each Product Category ?

# DashBoard - Tailwind\_Traders (by : Yash Bhatt)

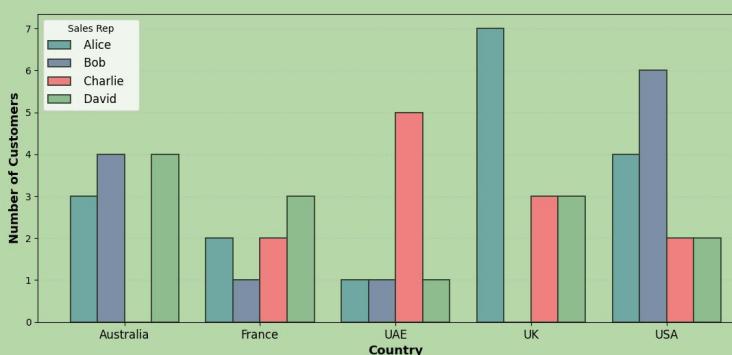
Average Order Value by Country



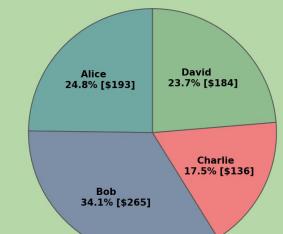
Average Tax as % of Order Value by Country



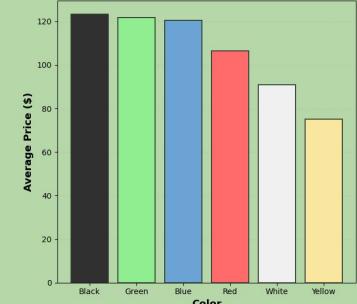
Customers Per Country Under Each Sales Rep



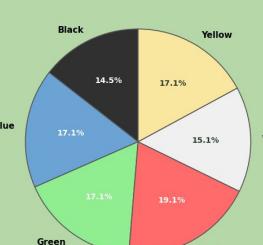
Net Revenue Distribution by Sales Rep



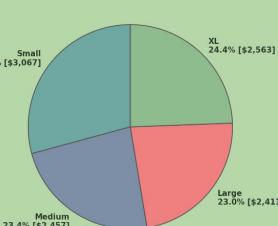
Average Product Price by Color



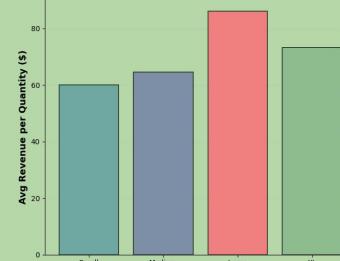
Quantity of Items Purchased by Color



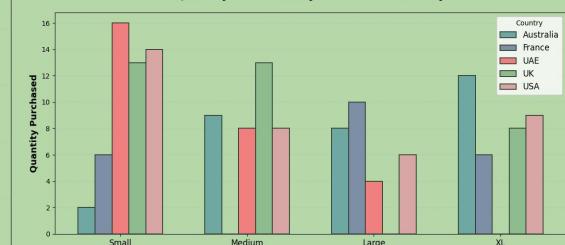
Net Revenue Distribution by Product Size



Average Revenue per Quantity by Product Size



Quantity Purchased by Size in Each Country



Total Revenue by Product Category

