1. What are the five best-selling products based on quantity sold?

**Skinny Mirror Hat, Bad Breaker Upper Socks, Day-After Thank You Sweatshirt, Fake Number T-Shirt, The Human Fund T-Shirt**

|  |  |
| --- | --- |
| **Row Labels** | **Count of product\_quantity** |
| Skinny Mirror Hat | 1551 |
| Bad Breaker Upper Socks | 1533 |
| Day-After Thank You Sweatshirt | 1529 |
| Fake Number T-Shirt | 1520 |
| The Human Fund T-Shirt | 1518 |

1. What are the five worst-selling products based on quantity sold?

**Big Boy Sweatshirt, PEZ Socks, Astronaut Pen Boxers, Beautiful Godzilla Sweatshirt, Black and White Cookie Hat**

|  |  |
| --- | --- |
| **Row Labels** | **Count of product\_quantity** |
| Big Boy Sweatshirt | 144 |
| PEZ Socks | 145 |
| Astronaut Pen Boxers | 147 |
| Beautiful Godzilla Sweatshirt | 151 |
| Black and White Cookie Hat | 153 |

1. Which referral source brings in the highest revenue (i.e., highest total product price)?

**Paid Search**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of total\_product\_price** |
| Paid Search | 1388873.05 |
| Organic Search | 1345407.2 |
| Direct Traffic | 1043438.89 |
| Affiliate Program | 475324.86 |
| Group Buying Site | 80332.44 |
| **Grand Total** | **4333376.44** |

1. What’s the average order price (in dollars)? [you don’t need to include the Pivot table]

(BIG HINT: Look at the total product price for each order and then use the Excel AVERAGE function to average those values for each order in a separate cell ***outside*** the Pivot Table)

**$149.48 per order**

1. What’s the average quantity sold per order? [you don’t need to include the Pivot table]

(BIG HINT: Look at the total quantity sold for each order and then use the Excel AVERAGE function in to average those values for each order a separate cell ***outside*** the Pivot Table)

**1.63 sold per order**

1. What color product was sold most often in the Summer months (June, July, August)?

What color product was sold most often in the Fall months (September, October, November)? (BIG HINT: For each question, the answer should be for all three months together; don’t do the computation for each month separately.)

**Green in the Summer**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Count of product\_color** | **Column Labels** |  |  |  |
| **Row Labels** | **Jun-13** | **Jul-13** | **Aug-13** | **Grand Total** |
| Green | 628 | 705 | 789 | 2122 |
| Blue | 613 | 723 | 778 | 2114 |
| Purple | 597 | 670 | 795 | 2062 |
| Orange | 584 | 710 | 760 | 2054 |
| Yellow | 577 | 705 | 736 | 2018 |
| Red | 599 | 642 | 756 | 1997 |
| **Grand Total** | **3598** | **4155** | **4614** | **12367** |

**Orange in the Fall**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Count of product\_color** | **Column Labels** |  |  |  |
| **Row Labels** | **Sep-13** | **Oct-13** | **Nov-13** | **Grand Total** |
| Orange | 701 | 712 | 875 | 2288 |
| Green | 654 | 756 | 851 | 2261 |
| Yellow | 713 | 773 | 747 | 2233 |
| Blue | 739 | 686 | 793 | 2218 |
| Red | 699 | 690 | 805 | 2194 |
| Purple | 681 | 702 | 756 | 2139 |
| **Grand Total** | **4187** | **4319** | **4827** | **13333** |

1. What are the two best months for sales in 2013 based on both total sales (in dollars) and quantity sold? (You can include either a Pivot Chart or a Pivot Table that answers the question.)

**The two best months for sales are December and November**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of total\_product\_price** |
| Dec-13 | 455824.81 |
| Nov-13 | 437027.28 |

1. The store is concerned that their Groupon promotion creates one-time customers that just use the Groupon and never come back. Is this true? Explain why you came to this conclusion.

(Provide evidence using a few customer examples from your Pivot Table – you don’t need to include the entire table.)

**Yes this is true because for customers 208 & 209, they only used the Groupon and didn’t order anything else from the store after their initial purchase making them a one-time customer.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Count of order\_id** | **Column Labels** |  |  |
| **Row Labels** | **GROUPON** | **No Promo Code** | **Grand Total** |
| 208 | 1 |  | 1 |
| 209 | 1 |  | 1 |
| 210 |  | 6 | 6 |
| 211 | 2 | 17 | 19 |
| 212 |  | 3 | 3 |

1. The most revenue is generated from products sold by which three vendors (by Total Product Price)?

**The most revenue is generated by Caligula UK Ltd, Marine Biologist Inc., & Fake Erase Inc.**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of total\_product\_price** |
| Caligula UK Ltd | 954866.99 |
| Marine Biologist Inc | 476531.12 |
| Fake Erase Inc. | 463041.26 |

1. What are the three most popular products (by quantity sold) from those three vendors listed in #9?

(Your table should have three products total, not three products from each vendor)

**Day-After Thank You Sweatshirt, Death Blow T-Shirt, Bad Breaker Upper Socks**

|  |  |
| --- | --- |
| **Row Labels** | **Sum of product\_quantity** |
| **Day-After Thank You Sweatshirt** | **5604** |
| Caligula UK Ltd | 5604 |
| **Death Blow T-Shirt** | **5312** |
| Fake Erase Inc. | 5312 |
| **Bad Breaker Upper Socks** | **5294** |
| Caligula UK Ltd | 5294 |