Ebay Laptop Sales Analysis

Overview of Laptop Sales Analysis

Total Sales

350,247,227

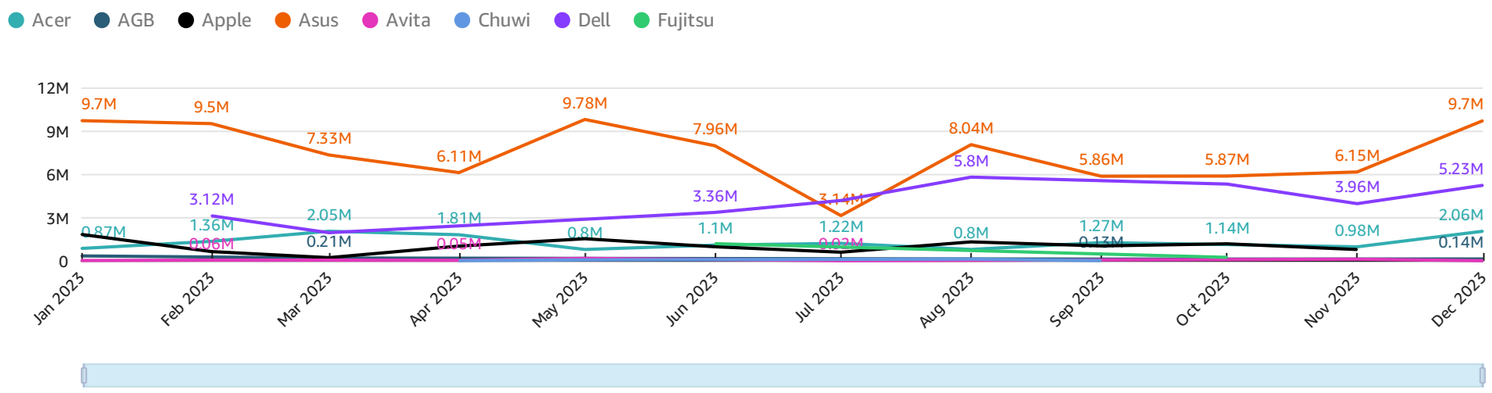
Total Items Sold

4,007

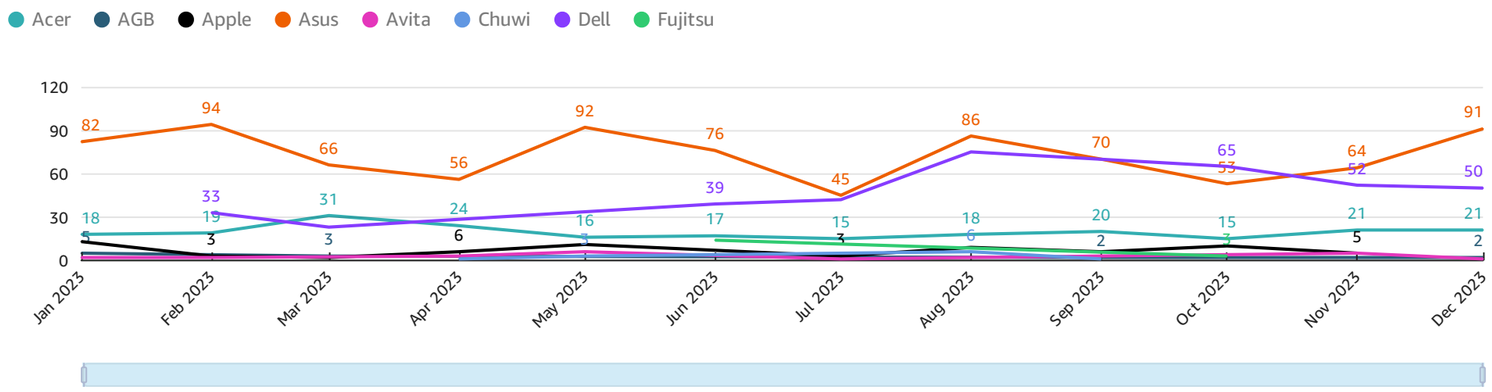
Total Items Sold by Customer's State

Laptop Brand Analysis

Total Sales by Laptop Brand



Total Item Sold by Laptop Brand



Monthly Total Sales

32,305,572

Dec 2023

▲ 12.7%

Forecast

Total Sales is forecasted to be 25,541,716.22 for Feb 2025

Monthly Total Items Sold

339

Dec 2023

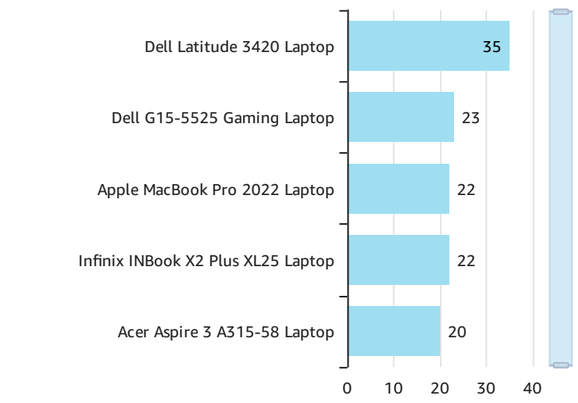
Nov 2023 335 ▲ 1.19%

Forecast

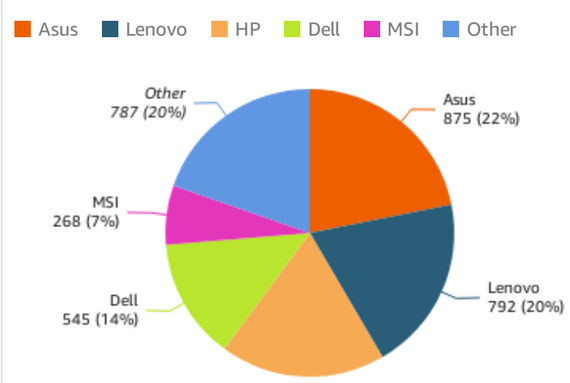
Total Items Sold is forecasted to be 360.47 for Feb 2025

Best Selling Laptop Specification by number of items sold

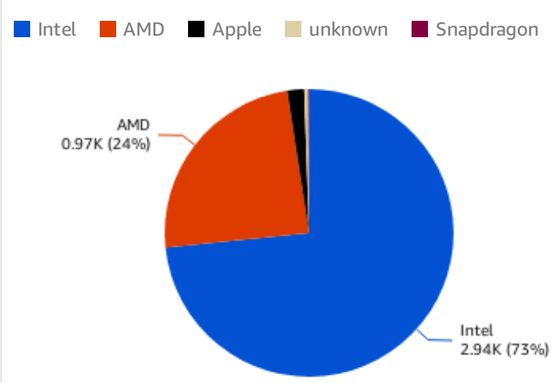
Top 5 Best Selling Model



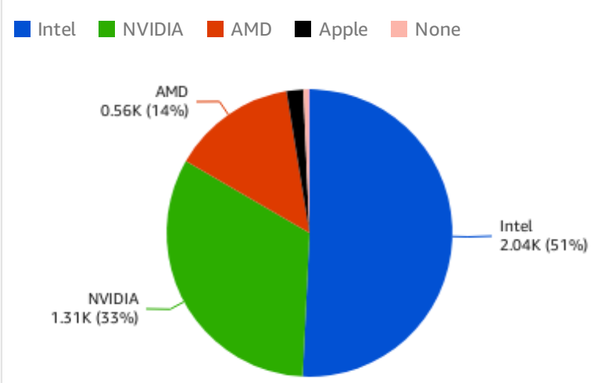
Best Selling Laptop Brand



Best Selling CPU Brand



Best Selling GPU Brand



Showing

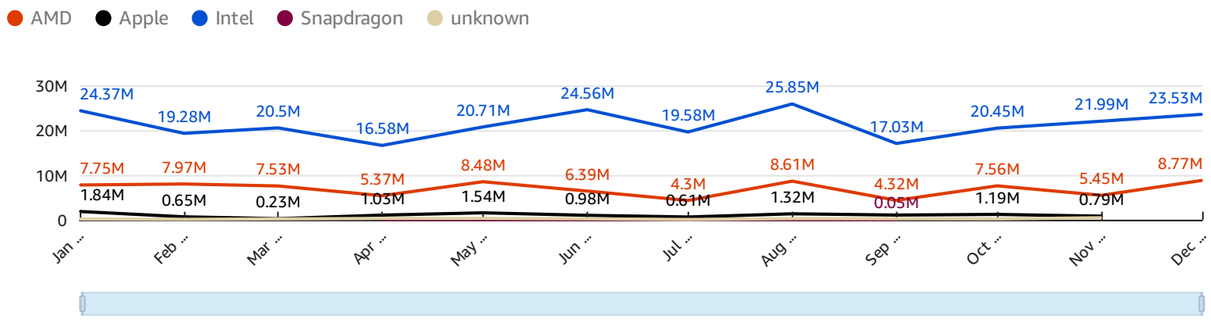
Month	All
Laptop Brand	All
CPU Brand	All
GPU Brand	All
Customer State	All
Year	All

Ebay Laptop Sales Analysis

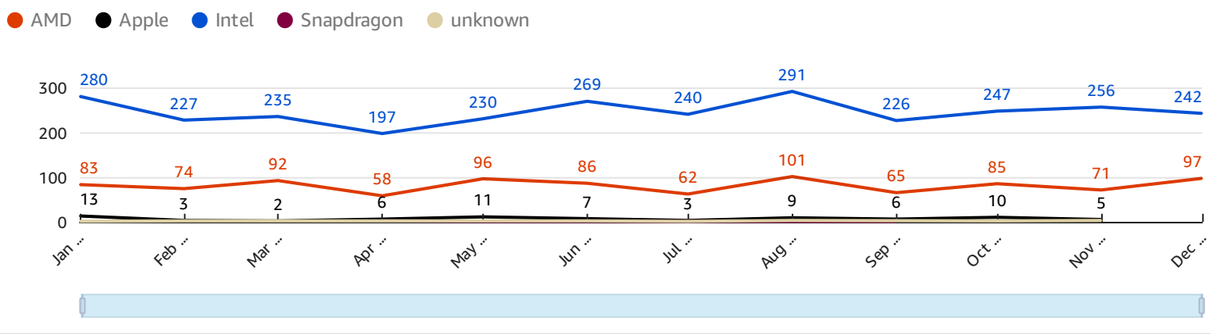
Details of Laptop CPU and GPU Sales Analysis

CPU Brand Analysis

Total Sales by CPU Brand

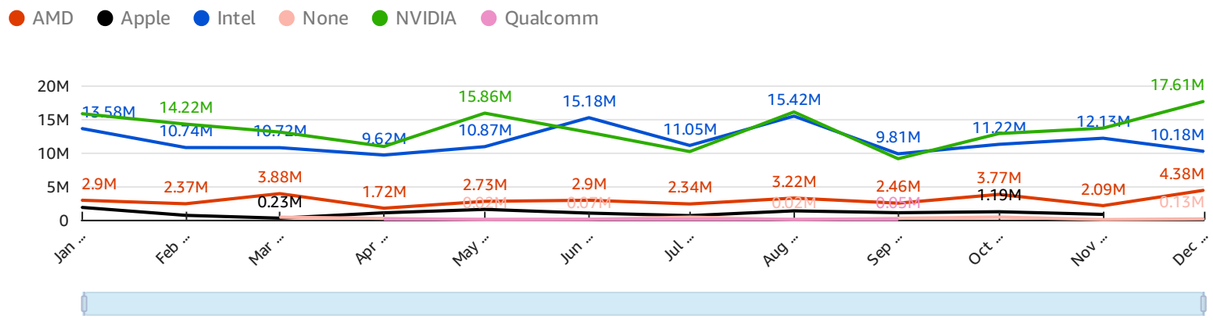


Total Items Sold by CPU Brand

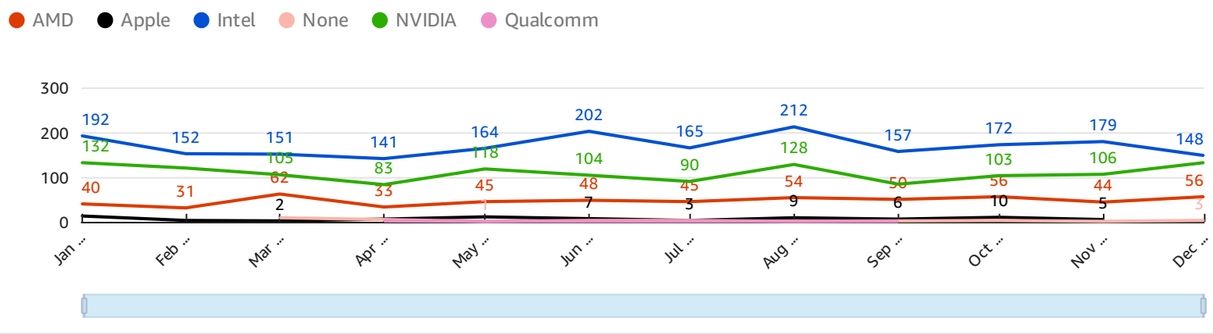


GPU Brand Analysis

Total Sales by GPU Brand



Total Items Sold by GPU Brand



Total Sales and Items Sold by CPU

Year > Month

Brand > CPU > Model	2023	
	Total Items sold	Total Sales
AGB	**12**	**825,000**
Intel	12	825,000
Acer	235	15,446,575
Apple	**75**	**11,212,792**
Apple	75	11,212,792
Asus	**875**	**89,144,485**
AMD	329	41,221,819
Intel	542	47,755,506
unknown	4	167,160
Avita	**20**	**482,800**
Intel	20	482,800
Chuwi	**17**	**420,828**
Total	**4,007**	**350,247,227**

Total Sales and Items Sold by GPU

Year > Month

Brand > GPU > Model	2023	
	Total Items sold	Total Sales
AGB	**12**	**825,000**
NVIDIA	12	825,000
Acer	**235**	**15,446,575**
AMD	24	772,160
Intel	128	5,945,326
NVIDIA	73	7,675,189
None	7	909,930
Qualcomm	3	143,970
Apple	**75**	**11,212,792**
Apple	75	11,212,792
Asus	**875**	**89,144,485**
AMD	96	11,133,547
Total	**4,007**	**350,247,227**

Showing

Month	All
Laptop Brand	All
CPU Brand	All
GPU Brand	All
Customer State	All
Year	All

Ebay Order LifeCycle Analysis

Order Process : 1.Laptop Sold 2.Ship to customers 3.Delivery Completed

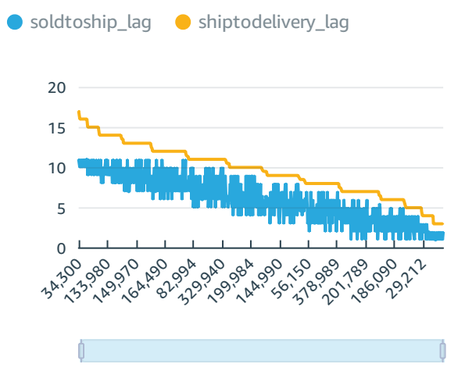
Average SoldtoShip Lag (days)

9.54

Average SoldtoDelivery Lag (days)

5.97

SoldtoShip and ShiptoDelivery Lag (days) VS Total Laptop Price



Forecast

Average soldtoship_lag is forecasted to be 8.36 for Mar 2025

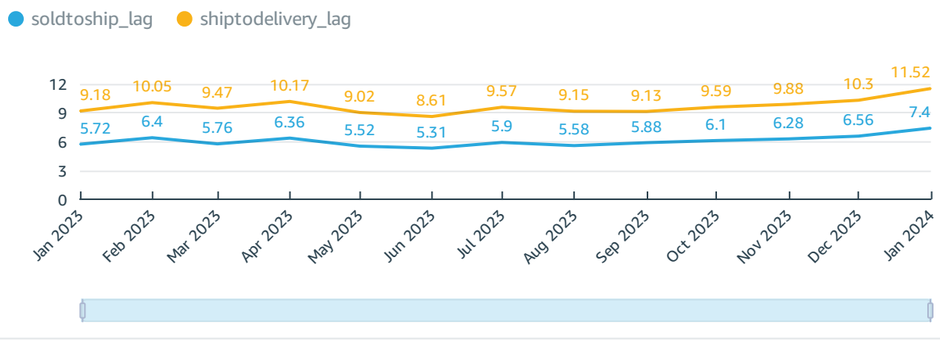
Forecast

Average shiptodelivery_lag is forecasted to be 11.71 for Mar 2025

Monthly Average Ship and Delivery Delay Analysis

Jan 2024	Dec 2023	Jan 2024	Dec 2023
7.4	6.56	11.52	10.3
12.75% ▲		11.86% ▲	

Monthly Average SoldtoShip and ShiptoDelivery Lag (days)



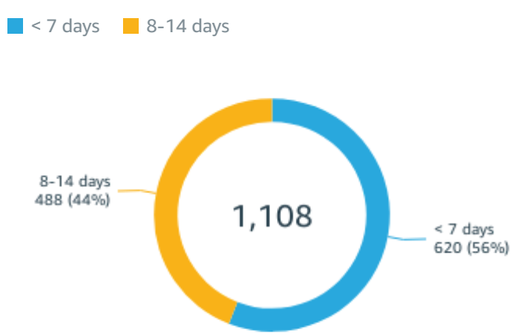
Average SoldtoShip and ShiptoDelivery Lag (days)

Year	Month	Avg SoldtoShip Lag (days)	Avg ShiptoDelivery Lag (days)
2023	Jan 2023	5.72	9.18
	Feb 2023	6.4	10.05
	Mar 2023	5.76	9.47
	Apr 2023	6.36	10.17
	May 2023	5.52	9.02
	Jun 2023	5.31	8.61
	Jul 2023	5.9	9.57
	Aug 2023	5.58	9.15
	Sep 2023	5.88	9.13
	Oct 2023	6.1	9.59
	Nov 2023	6.28	9.88
	Dec 2023	6.56	10.3
Total		5.97	9.54

Ship Delay Analysis

Number of Order by Ship Delay

Ship Delay : SoldtoShip Lag range



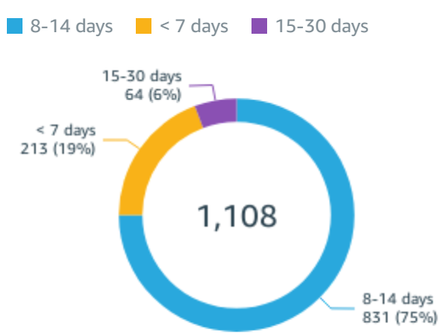
Number of Order by Ship Delay

Ship Delay	Number of Order
< 7 days	620
8-14 days	488
Total	**1,108**

Delivery Delay Analysis

Number of Order by Delivery Delay

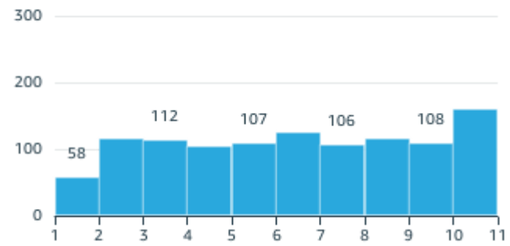
Delivery Delay : ShiptoDelivery Lag Range



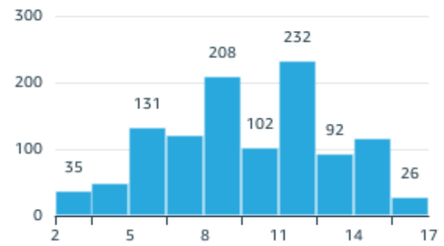
Number of Order by Delivery Delay

Delivery Delay	Number of Order
< 7 days	213
8-14 days	831
15-30 days	64
Total	**1,108**

SoldtoShip Lag Distribution



ShiptoDelivery Lag Distribution



Showing

Year	All
Month	All
Ship Delay	All
Delivery Delay	All

May 3, 2024 10:51 AM (GMT)

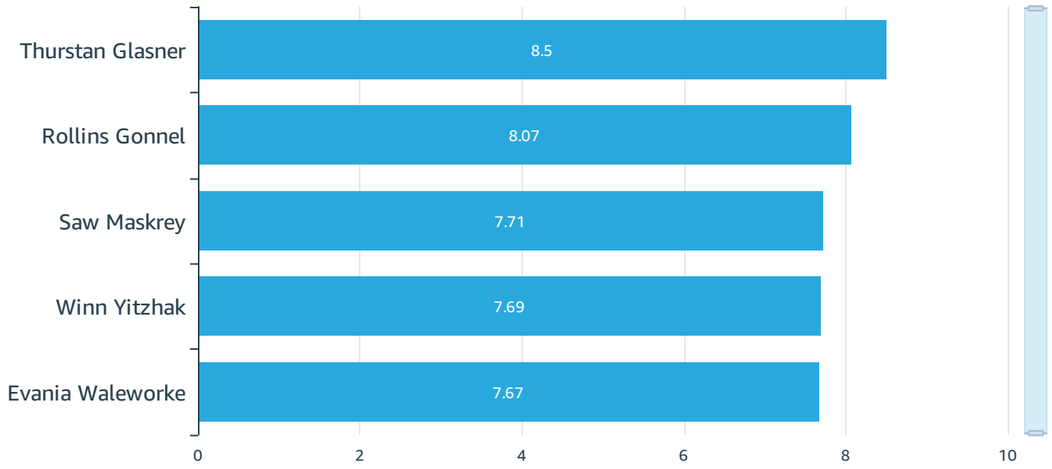
Powered by QuickSight

Ebay Order LifeCycle Analysis

Details of Ship and Delivery Delay Analysis

Ship Delay Analysis

Top 5 Sellers with longest average SoldtoShip Lag

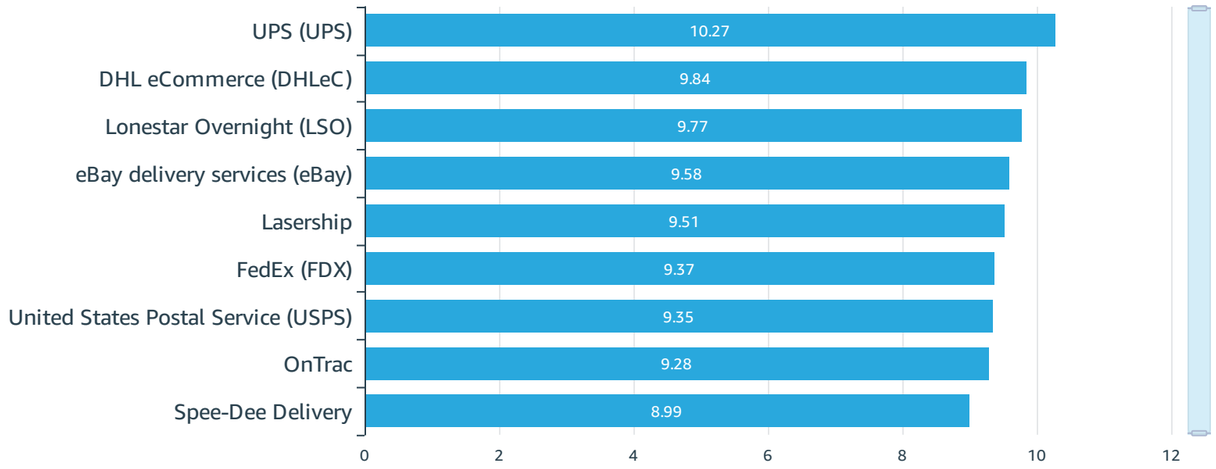


Ship Delay Details

OrderID	sellername	Date_Sold	Date_Shipped	Ship Delay	SoldtoShip Lag
1,108	Maddie Morais	Dec 31, 2023	Jan 8, 2024	8-14 days	8
1,107	Brendin McJarrow	Dec 30, 2023	Jan 5, 2024	< 7 days	6
1,106	Concettina Franceschino	Dec 29, 2023	Jan 5, 2024	8-14 days	7
1,105	Brita Blaxall	Dec 29, 2023	Jan 5, 2024	8-14 days	7
1,104	Loralie Stiebler	Dec 29, 2023	Jan 7, 2024	8-14 days	9
1,103	Craig Payze	Dec 28, 2023	Jan 2, 2024	< 7 days	5
1,102	Bogey Burdoun	Dec 27, 2023	Jan 3, 2024	8-14 days	7
1,101	Rockwell Lantaph	Dec 27, 2023	Dec 29, 2023	< 7 days	2
Total Lag					**6,613**

Delivery Delay Analysis

Average ShiptoDelivery Lag (days) by delivery company



Delivery Delay Details

OrderID	deliverycompany	Date_Shipped	Date_Delivered	Delivery Delay	ShiptoDelivery Lag
1,108	Spee-Dee Delivery	Jan 8, 2024	Jan 13, 2024	8-14 days	13
1,107	FedEx (FDX)	Jan 5, 2024	Jan 10, 2024	8-14 days	11
1,106	DHL eCommerce (DHLeC)	Jan 5, 2024	Jan 9, 2024	8-14 days	11
1,105	UPS (UPS)	Jan 5, 2024	Jan 8, 2024	8-14 days	10
1,104	Lasership	Jan 7, 2024	Jan 13, 2024	15-30 days	15
1,103	DHL eCommerce (DHLeC)	Jan 2, 2024	Jan 6, 2024	8-14 days	9
1,102	OnTrac	Jan 3, 2024	Jan 7, 2024	8-14 days	11
1,101	eBay delivery services	Dec 29, 2023	Dec 31, 2023	< 7 days	4
Total Lag					**10,570**

Showing

Year	All
Month	All
Ship Delay	All
Delivery Delay	All

May 3, 2024 10:53 AM (GMT)

Powered by QuickSight

Ebay
BI Dashboard

Table of Contents

01 **Introduction**

Business Process, technology, and design.

02 **BI Dashboard**

Dashboard Demo and Insight finding

03 **Summary**

Summarization of all the concepts covered

01
Introduction

Business Process Tackled

Item Sales

What items were sold? Who bought it? When was it bought?

Order Lifecycle

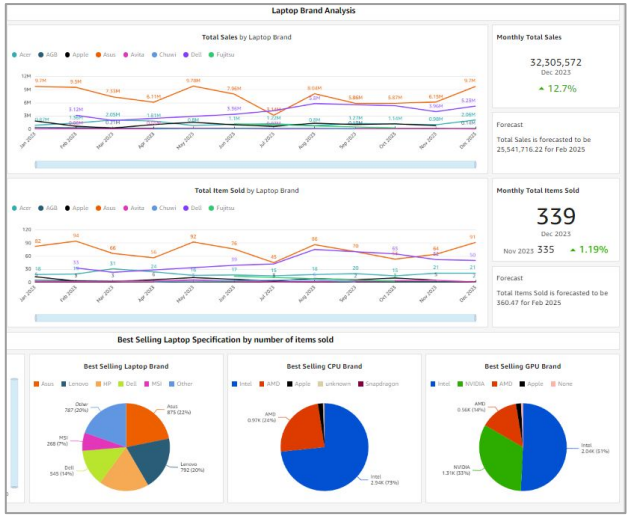
Where is it in its lifecycle? Who bought it? When was it bought, shipped, delivered?

+

Leverage Amazon's Cloud Platform

+accessibility +reliability
+seamless integration

Item Sales Analysis



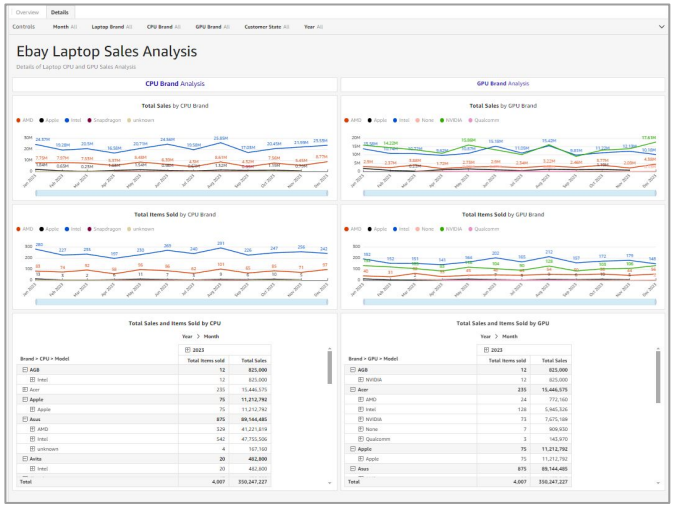
Goals and Benefits:

- Tracking item selling
- Quickly gains insight about sales and market shares of different products from different brands

Details:

- Monitor **each sold item** per order each day
- Contains information about laptop item sold, date and time that the item was sold, and the seller and the customer that purchased the item that was sold.
- Allows monitoring of price of the item that were sold, along with the quantity sold for each sales record.

Order Lifecycle Analysis



Goals and Benefits:

- Tracking order lifecycle in the system
- Keep statistics along its lifecycle, from sold, shipped, to delivered.

Details:

- Monitor each **order lifecycle** record.
- Contains information about the order, date and time of sale, shipment and receipt, the seller and customer involved in the purchase, and the delivery company.
- Allows monitoring of the total price per order, including the delivery cost per order record.

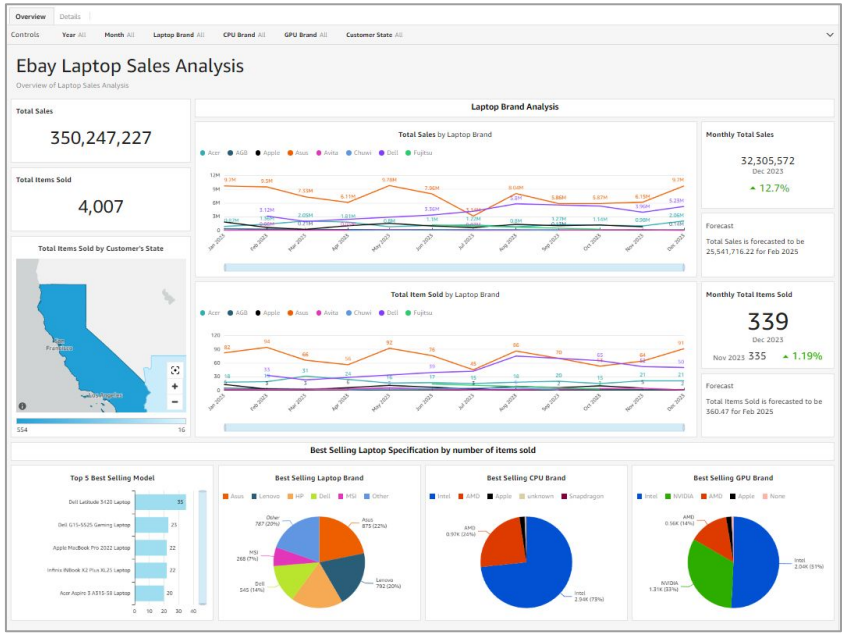
02

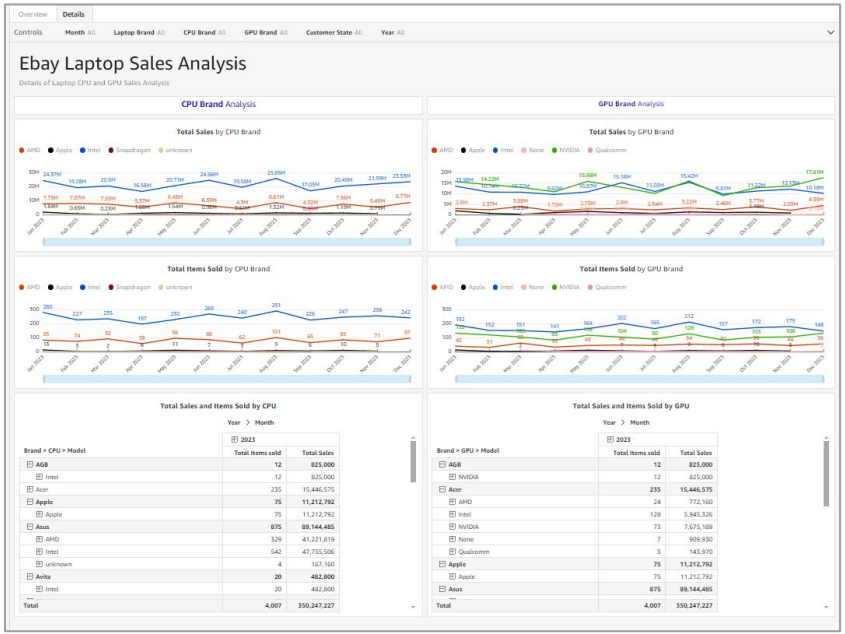
BI Dashboard

2 Dashboards

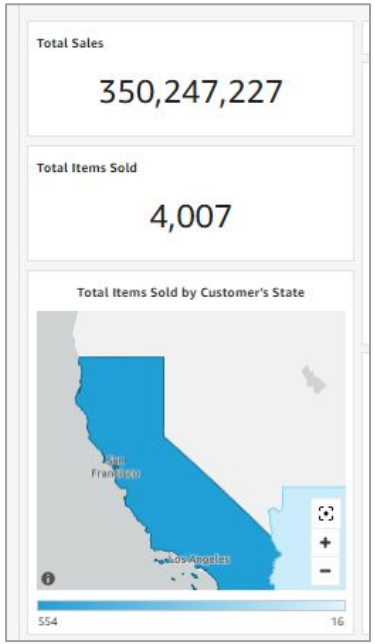
- Ebay Laptop Sales Analysis
- Ebay Order LifeCycle Analysis

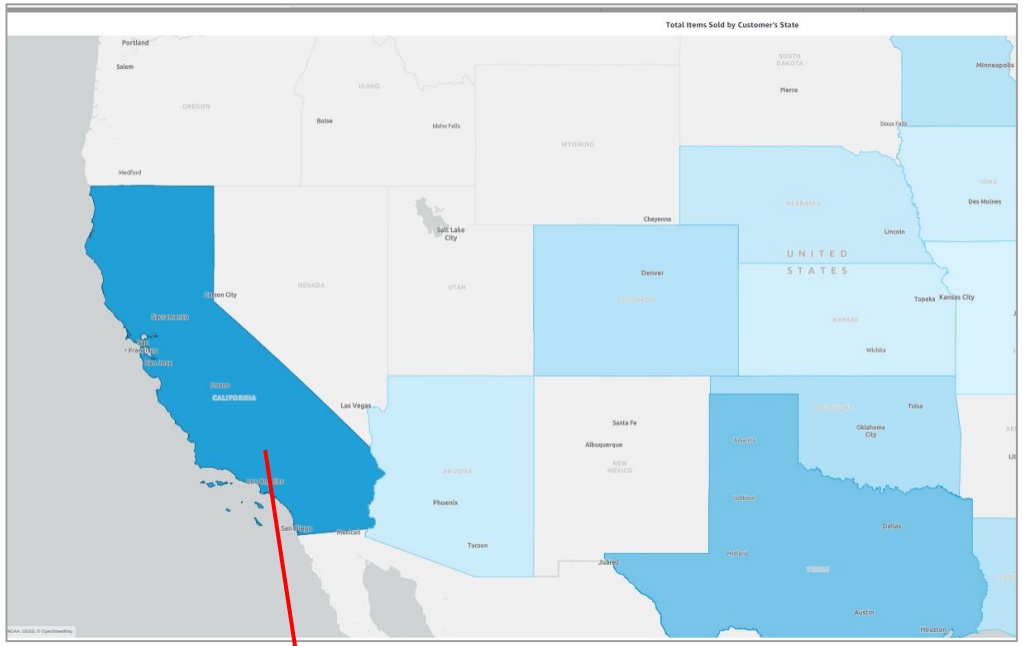
Laptop Sales Analysis



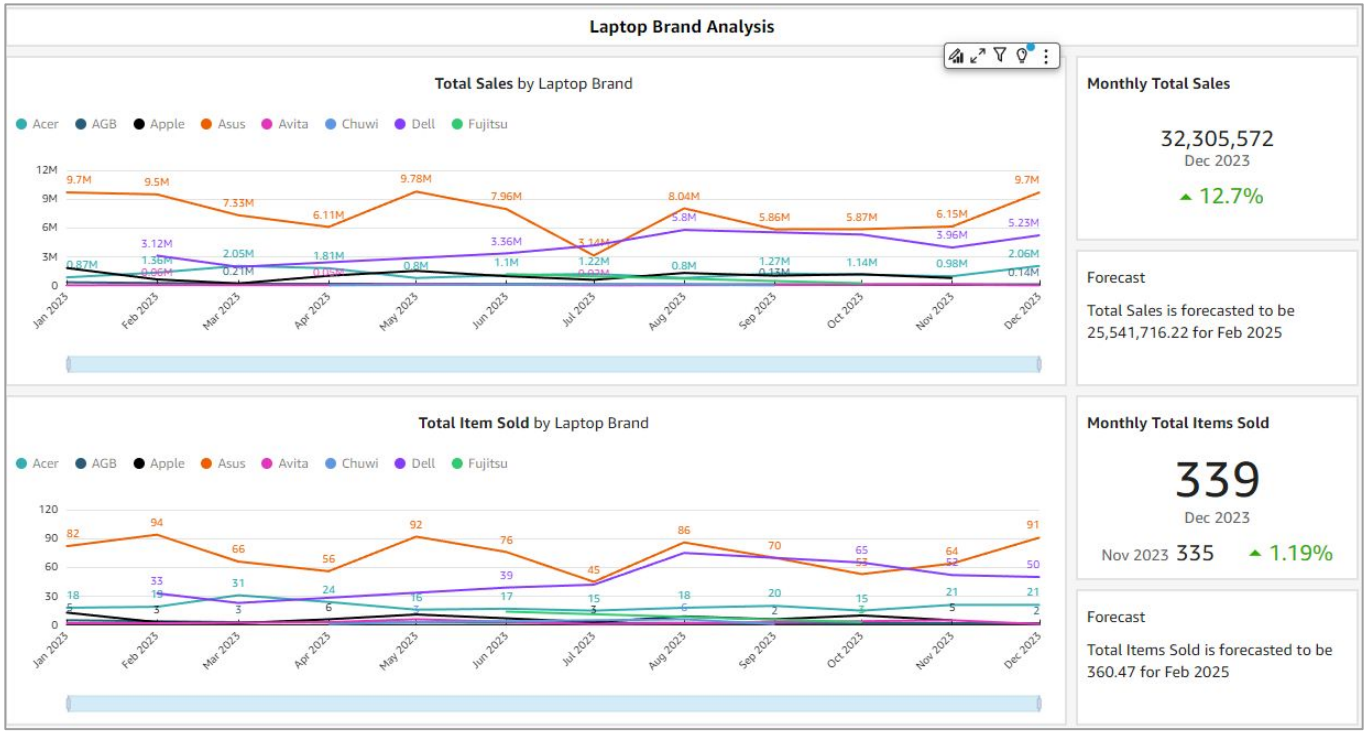


Best Selling State in the US

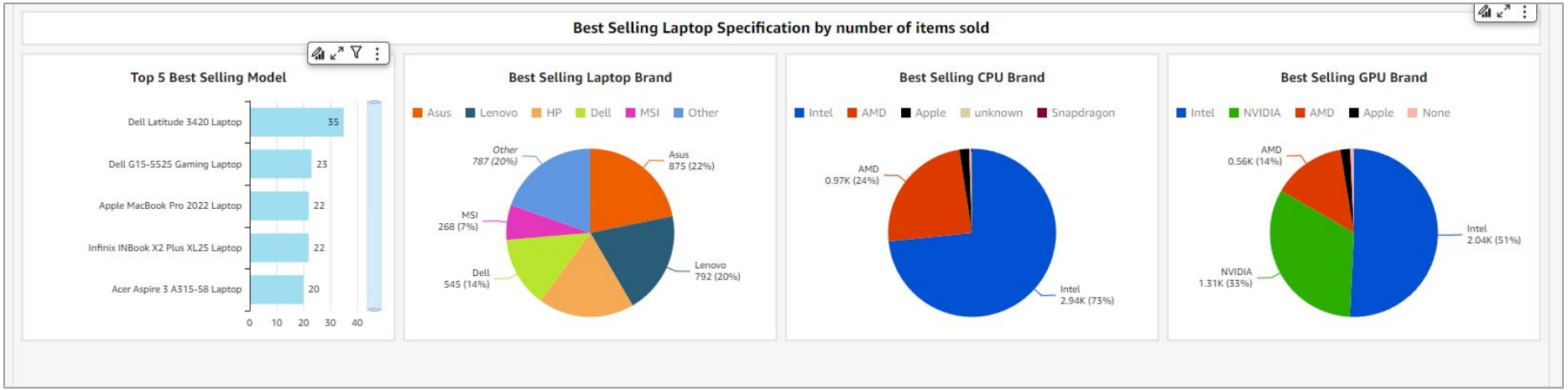




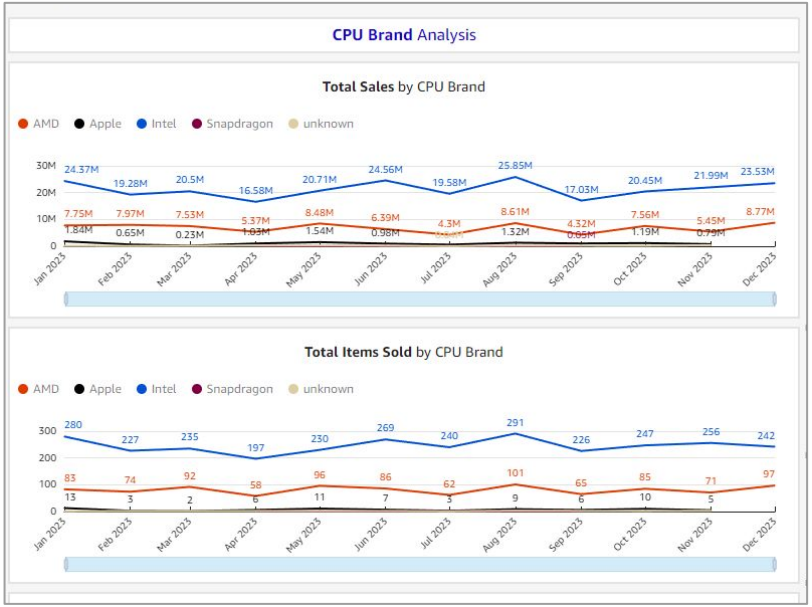
California



Sales Analysis



Market Share



Total Sales and Items Sold by CPU

Year > Month

Brand > CPU > Model	2023	
	Total Items sold	Total Sales
AGB	**12**	**825,000**
Intel	12	825,000
Acer	235	15,446,575
Apple	**75**	**11,212,792**
Apple	75	11,212,792
Asus	**875**	**89,144,485**
AMD	329	41,221,819
Intel	542	47,755,506
unknown	4	167,160
Avita	**20**	**482,800**
Intel	20	482,800
Total	**4,007**	**350,247,227**

CPU Market Share

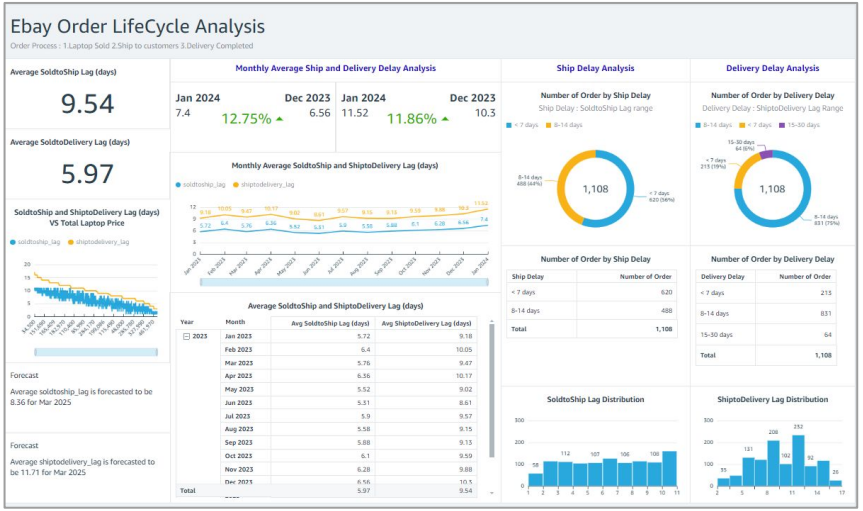
Total Sales and Items Sold by GPU

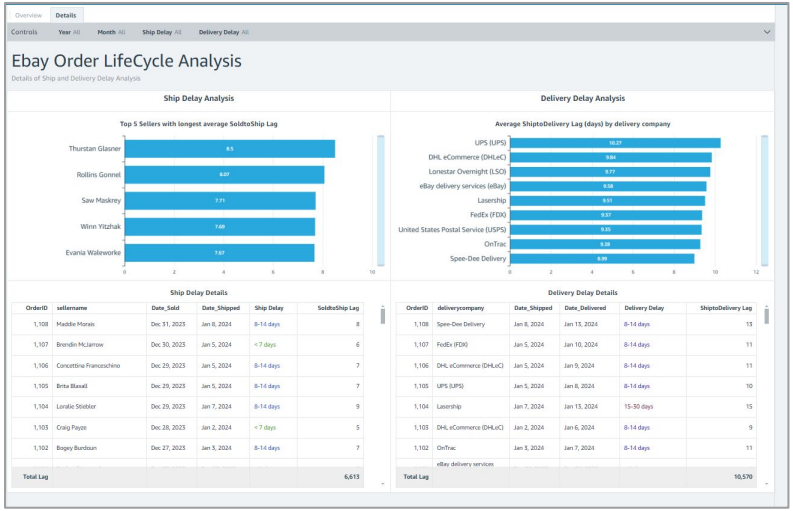
Year > Month

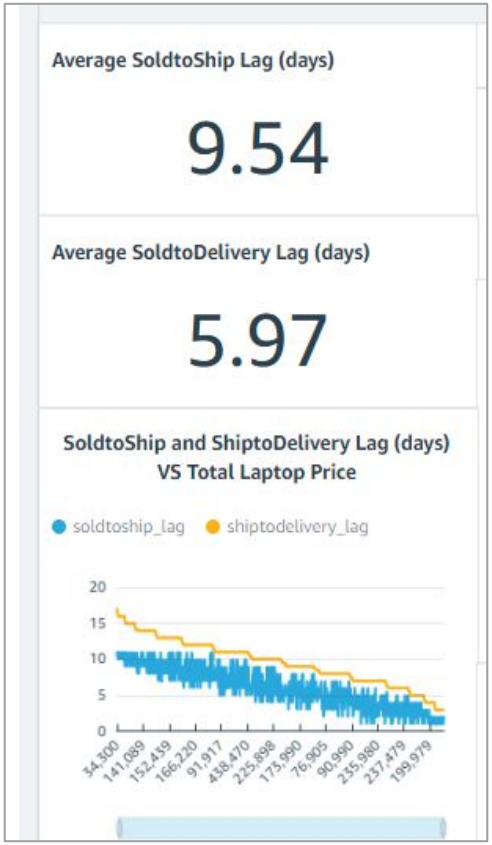
Brand > GPU > Model	2023 Total Items sold	2023 Total Sales
AGB	**12**	**825,000**
NVIDIA	12	825,000
Acer	**235**	**15,446,575**
AMD	24	772,160
Intel	128	5,945,326
NVIDIA	73	7,675,189
None	7	909,930
Qualcomm	3	143,970
Apple	**75**	**11,212,792**
Apple	75	11,212,792
Asus	**875**	**89,144,485**
Total	**4,007**	**350,247,227**

GPU Market Share

Order LifeCycle Analysis



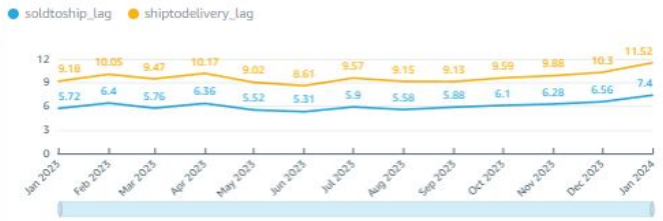



Average SoldtoShip Lag (days)
9.54
Average SoldtoDelivery Lag (days)
5.97
SoldtoShip and ShiptoDelivery Lag (days) VS Total Laptop Price
soldtoship_lag
shiptodelivery_lag
20
15
10
5
0
34,300
141,089
152,439
166,220
91,917
438,470
225,898
175,990
76,905
90,990
235,980
237,479
199,979

Monthly Average Ship and Delivery Delay Analysis

Jan 2024		Dec 2023	Jan 2024		Dec 2023
7.4	12.75% ▲	6.56	11.52	11.86% ▲	10.3

Monthly Average SoldtoShip and ShiptoDelivery Lag (days)



Average SoldtoShip and ShiptoDelivery Lag (days)

Year	Month	Avg SoldtoShip Lag (days)	Avg ShiptoDelivery Lag (days)
⊟ 2023	Jan 2023	5.72	9.18
	Feb 2023	6.4	10.05
	Mar 2023	5.76	9.47
	Apr 2023	6.36	10.17
	May 2023	5.52	9.02
	Jun 2023	5.31	8.61
	Jul 2023	5.9	9.57
	Aug 2023	5.58	9.15
	Sep 2023	5.88	9.13
	Oct 2023	6.1	9.59
	Nov 2023	6.28	9.88
	Dec 2023	6.56	10.3
Total		5.97	9.54

Forecast

Average soldtoship_lag is forecasted to be 8.36 for Mar 2025

Forecast

Average shiptodelivery_lag is forecasted to be 11.71 for Mar 2025

Ship Delay Analysis

Number of Order by Ship Delay

Ship Delay : SoldtoShip Lag range

Number of Order by Ship Delay

Ship Delay	Number of Order
< 7 days	620
8-14 days	488
Total	**1,108**

SoldtoShip Lag Distribution

Delivery Delay Analysis

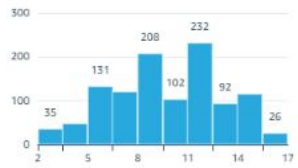
Number of Order by Delivery Delay

Delivery Delay : ShiptoDelivery Lag Range

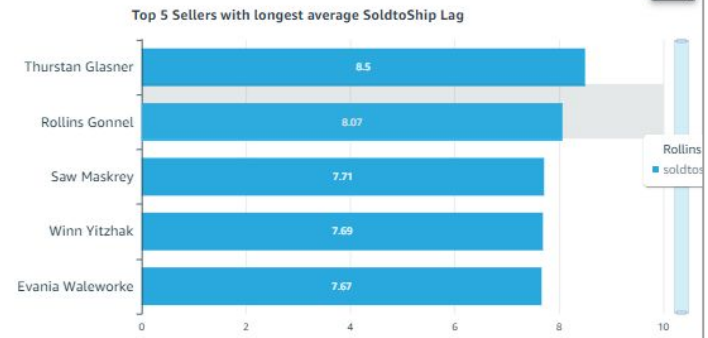
Number of Order by Delivery Delay

Delivery Delay	Number of Order
< 7 days	213
8-14 days	831
15-30 days	64
Total	**1,108**

ShiptoDelivery Lag Distribution



Ship Delay Analysis

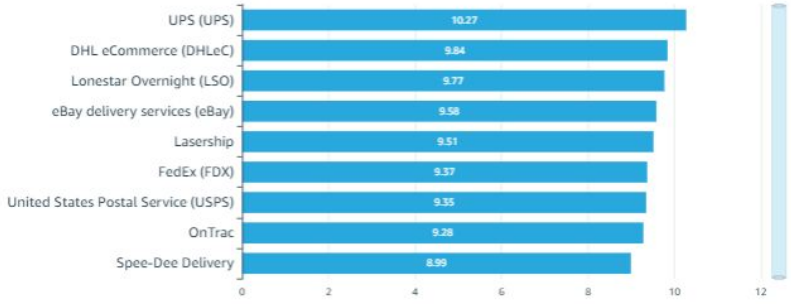


Ship Delay Details

OrderID	sellername	Date_Sold	Date_Shipped	Ship Delay	SoldtoShip Lag
1,108	Maddie Morais	Dec 31, 2023	Jan 8, 2024	8-14 days	8
1,107	Brendin McJarrow	Dec 30, 2023	Jan 5, 2024	< 7 days	6
1,106	Concettina Franceschino	Dec 29, 2023	Jan 5, 2024	8-14 days	7
1,105	Brita Blaxall	Dec 29, 2023	Jan 5, 2024	8-14 days	7
1,104	Loralie Stiebler	Dec 29, 2023	Jan 7, 2024	8-14 days	9
1,103	Craig Payze	Dec 28, 2023	Jan 2, 2024	< 7 days	5
1,102	Bogey Burdoun	Dec 27, 2023	Jan 3, 2024	8-14 days	7
Total Lag					6,613

Delivery Delay Analysis

Average ShiptoDelivery Lag (days) by delivery company



Delivery Delay Details

OrderID	deliverycompany	Date_Shipped	Date_Delivered	Delivery Delay	ShiptoDelivery Lag
1,108	Spee-Dee Delivery	Jan 8, 2024	Jan 13, 2024	8-14 days	13
1,107	FedEx (FDX)	Jan 5, 2024	Jan 10, 2024	8-14 days	11
1,106	DHL eCommerce (DHLeC)	Jan 5, 2024	Jan 9, 2024	8-14 days	11
1,105	UPS (UPS)	Jan 5, 2024	Jan 8, 2024	8-14 days	10
1,104	Lasership	Jan 7, 2024	Jan 13, 2024	15-30 days	15
1,103	DHL eCommerce (DHLeC)	Jan 2, 2024	Jan 6, 2024	8-14 days	9
1,102	OnTrac	Jan 3, 2024	Jan 7, 2024	8-14 days	11
	eBay delivery services				
Total Lag					**10,570**

03
Summary

Summary

Gains insight of what-when-where of item sales and order life cycle

Utilize Amazon's Cloud Platform to create interactive tool for analysis

Gain insights and further optimize the business process

Thank you