CHOOSING THE MOST PROFITABLE WAY TO SELL PRODUCTS ON THE GLOBAL MARKET

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Introduction

Present civilization is deeply connected to innovation technology. During the last decades, the status of the global market has change ways of sell and order products use innovation technology. Moreover, further time innovation technology will be playing the main role in the global market and that more ensures quality, safety, conveniences, and profitability. Moreover, the actual work was dedicate to determining the most profitable way to sell products in the global market. Since most marketers want to sell their products by online way not by offline. Let us say, there are sellers that do not want to spend personal expenses like farmers, tailors, butchers, carpenters, and etc. for them, a better option is selling the product by online way, without any issues. Moreover, our goal is to redefine the most profitable way of selling products and suggesting to the marketer's decision problem of the selling product on the global market.

Research methods

The basic workflows were directed getting correspond dataset that contain essential features of the global market. The basic exploratory data analysis workflows encompass several common procedures, such as cleaning, preparing, aggregation, different abundance analysis, and visualization data. Conform the dataset of global market consistently expresses all steps of analysis data. Technologies that was used in workflows of Oracle DB and PostgreSQL to clean and prepare dataset, Power BI(business analytics service by Microsoft) to build essential bar chart race according columns of dataset as "Units Sold", "Total Profit", "Sales Channel", "Region" and Python to perform common features of data analysis.

Results

To the solution of problem statement accordingly, the global market dataset will be performing the basic of exploratory data analysis. The initial phase is representing the basic features it typically includes all columns dataset. Fig. 1 present basic features of global market dataset using Python.

	REGION	COUNTRY	ITEM_TYPE	SALES_CHANNEL	QUALITY_PRODUCT	ORDER_DATE	ORDER_ID	SHIP_DATE	UNITS_SOLD	UNIT_PRICE	UNIT_COST
0	Middle East and North Africa	Morocco	Vegetables	Online	M	29.01.16	371943700	12.03.16	5261	154.06	90.93
1	Middle East and North Africa	Somalia	Furniture	Online	H	07.10.12	366155707	23.10.12	2465	668.27	502.54
2	Europe	Azerbaijan	Cosmetics	Offline	L	11.06.15	714965188	26.06.15	2942	437.20	263.33
3	Europe	Moldova	Clothes	Offline	H	21.05.13	290295970	25.05.13	3883	109.28	35.84
4	Europe	Italy	Optical instruments	Online	C	02.02.12	284384381	10.02.12	6513	152.58	97.44

Fig. 6. Imagination basic features of the global market dataset

To obtain a profitable way of selling products have to aggregate and build a hypothesis by columns of units sold and total profit by the year, and sales channel. These results will clarify which way of selling products more comfortable, thrifty, and profitable to the global market. Figures 2 and 3 present the graph quantity of the units sold products by sales channel and years, and graph obtained total profit on the units sold products by sales channel and years.
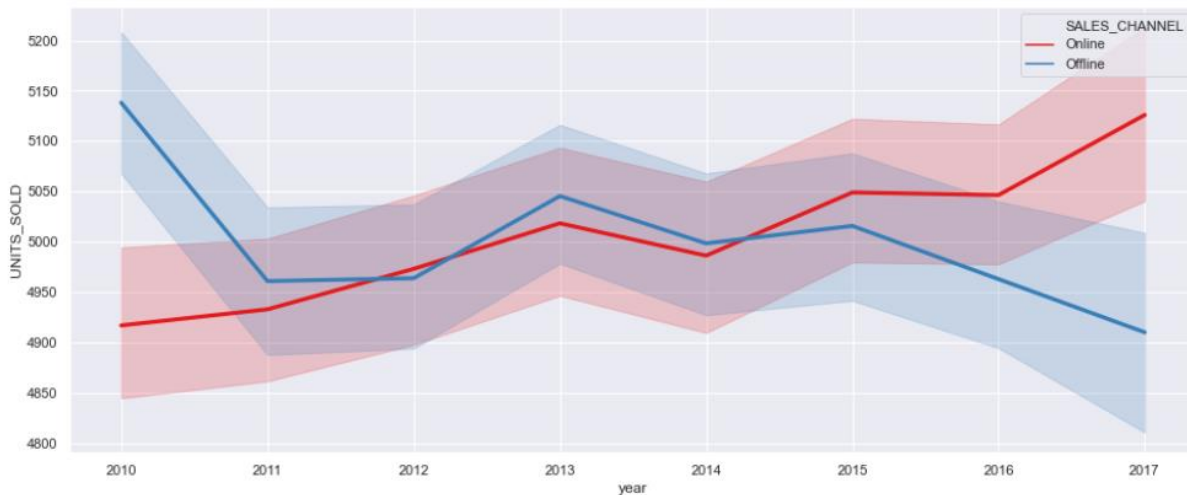
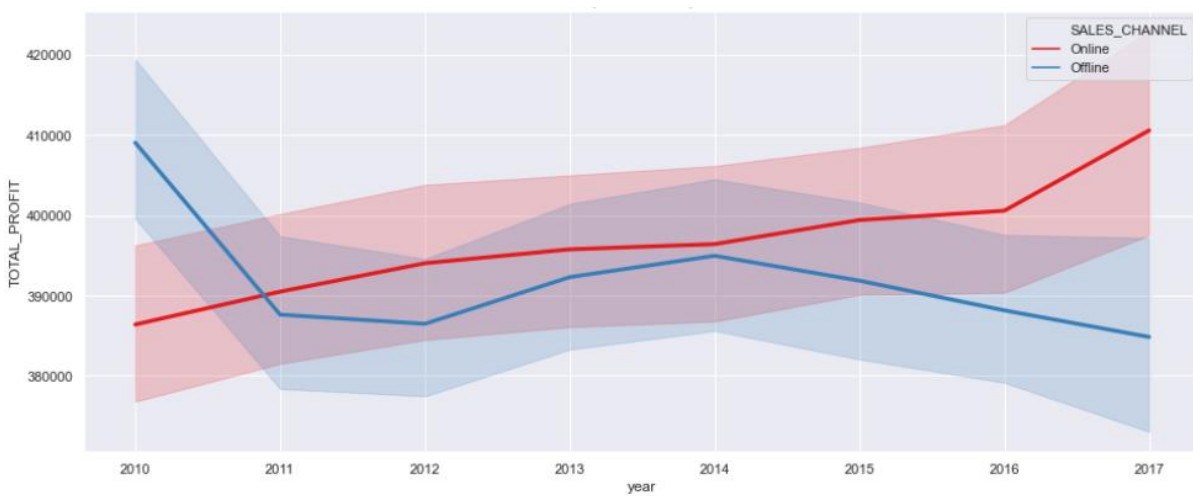Fig. 2. Units sold products by sales channel and years

Fig. 3. Total profit from units sold products by sales channel and years

Conclusion

The global market data analysis is based precisely on business marketing. However, some practical aspects of the global market remain problematic. The ways of selling and ordering products through innovative technology not be reducing or progressively worsened, conversely will improves from every side. The dataset properly introduces a tidy representation of global market data that explicitly conveys the beneficial relation between the market and innovative technology. Furthermore, carried out exploratory data analysis shown confidence outcomes. Supposable until 2014 accordance with the indicators global market dataset online selling products has been uncomfortable, unsafely and was not popular. However, it only began improvement technology and starts certainly potential impact on the global market.

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