

Sales Data Analysis

By: Mohamed Abdelhalim

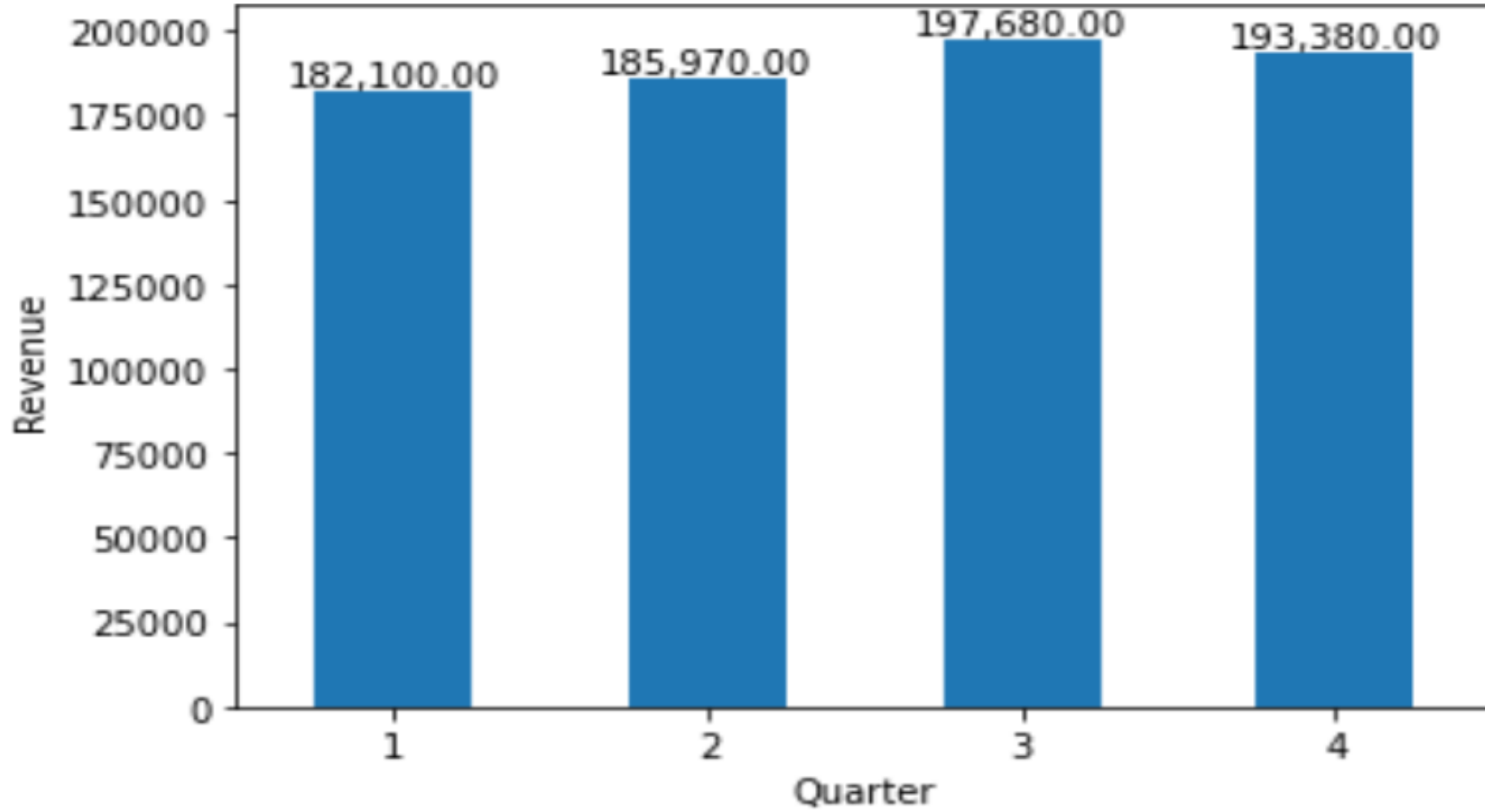
Objective

Analyze and present key revenue-related metrics for the company over the course of the year.

Total revenue over the year

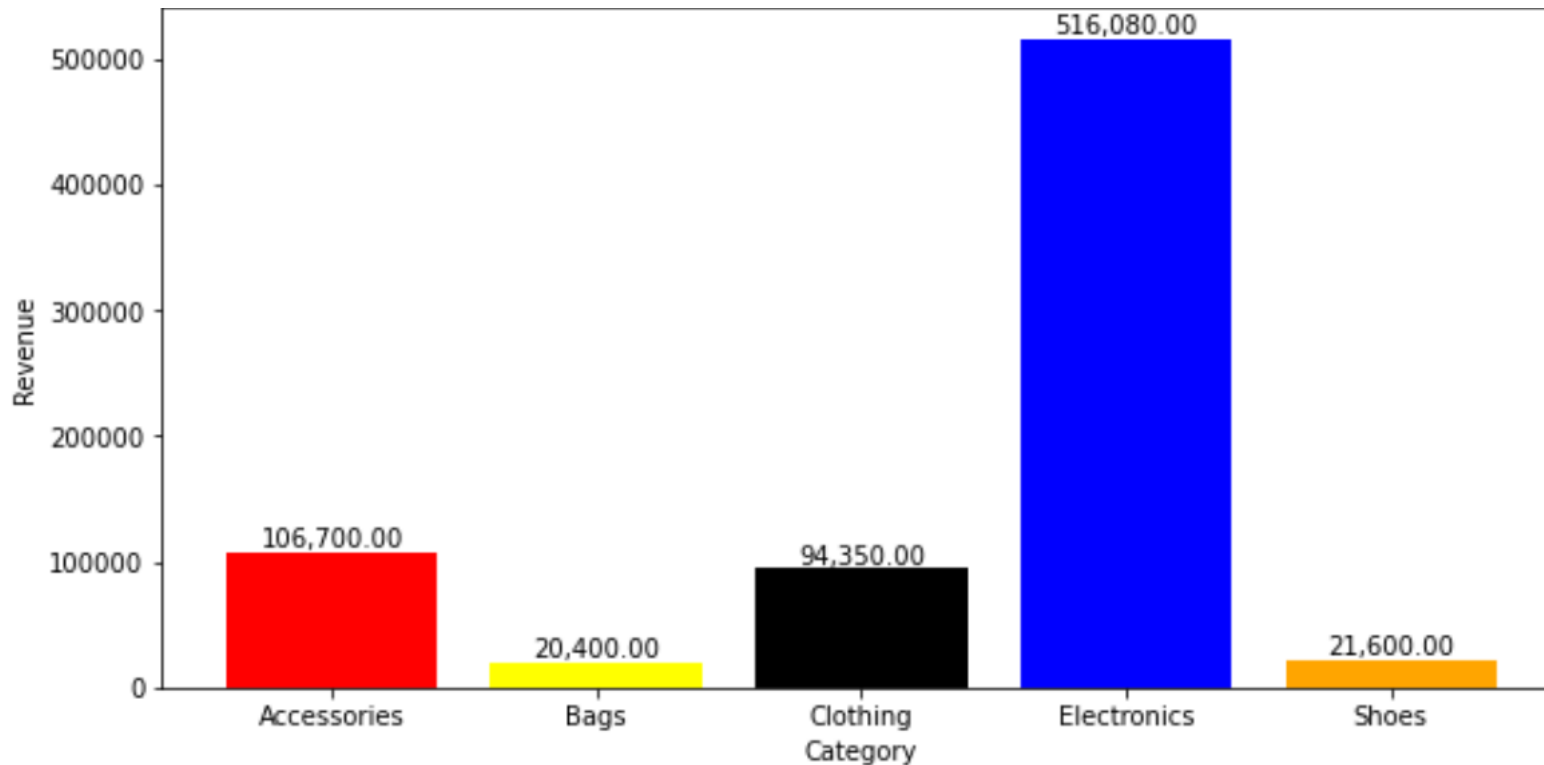
- ❑ The company achieved a revenue of \$759,130.0 last year.

Total revenue by quarter



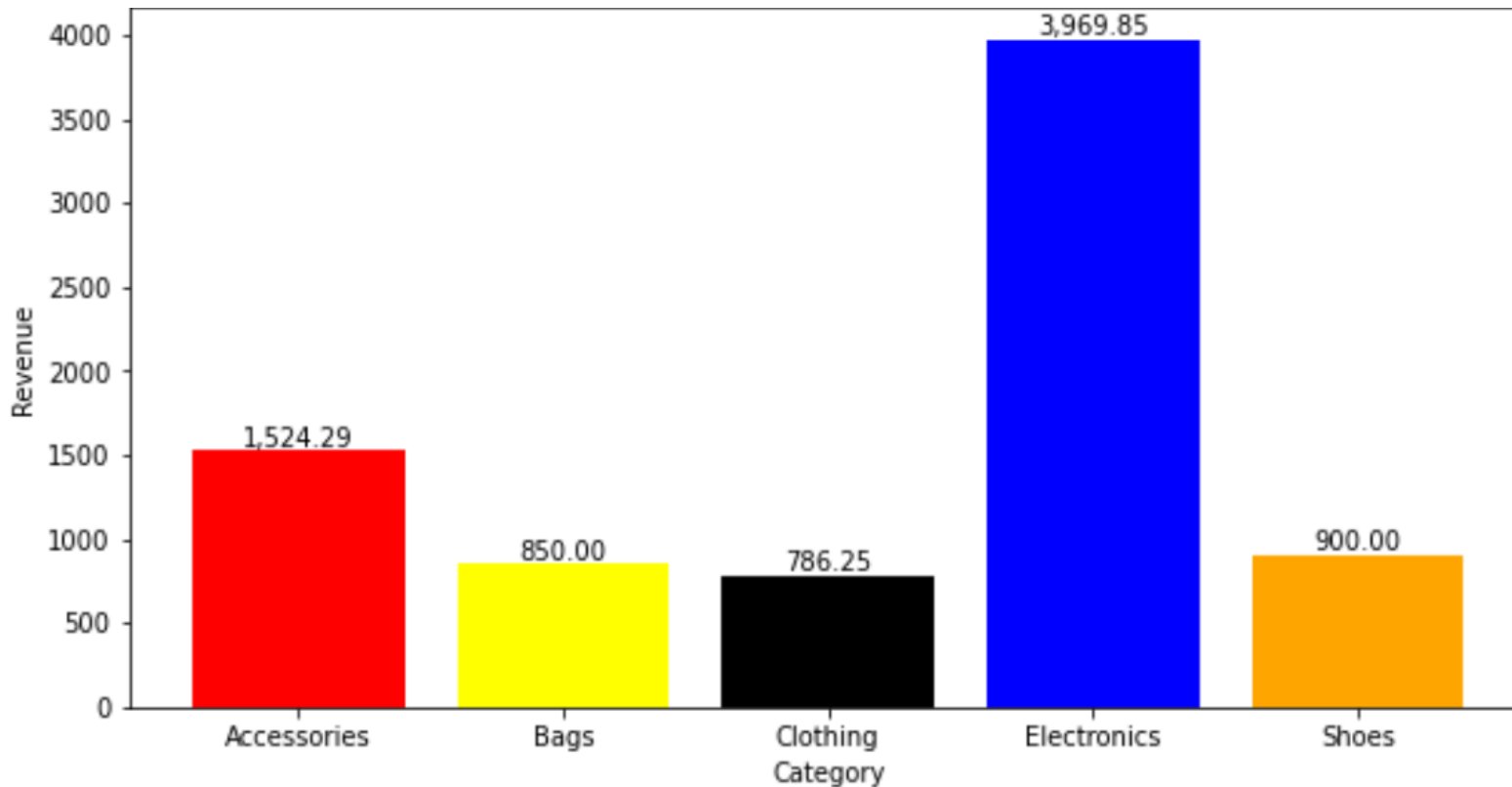
❑ Q3 is the pinnacle of our revenue performance.

Total revenue by category



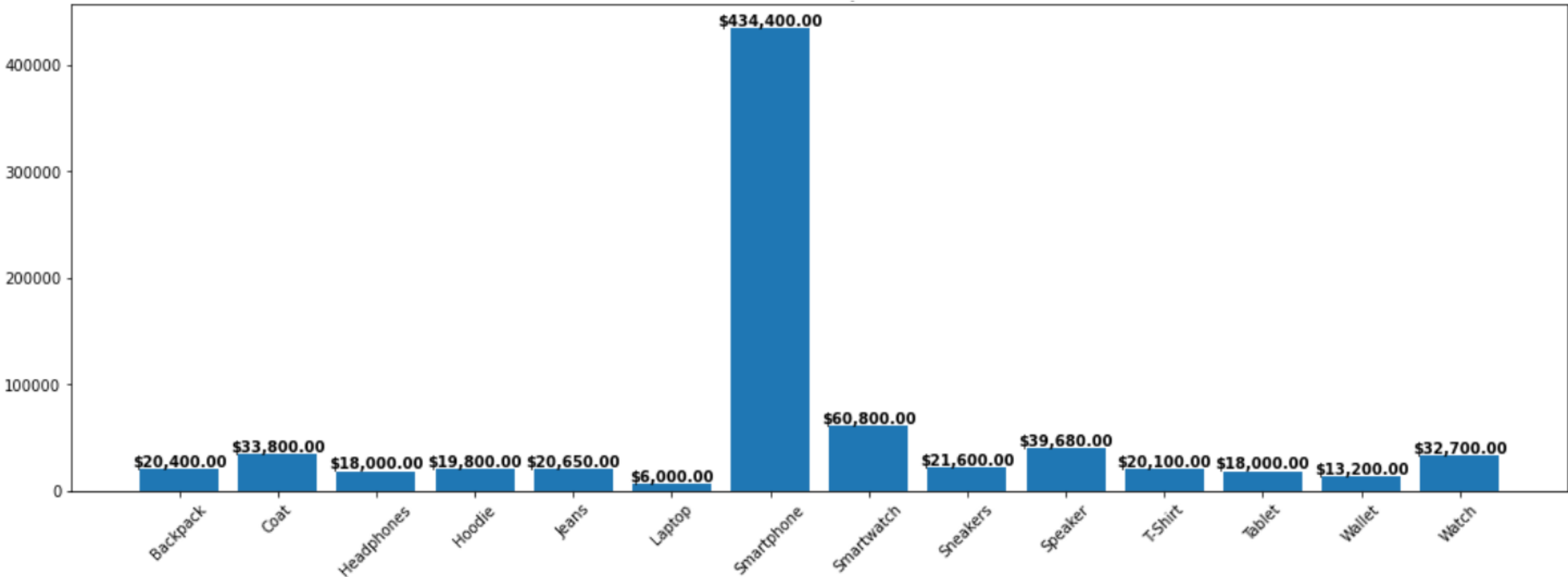
□ The **Electronics** shines as our top revenue-generating category with **\$516,080**.

Average revenue by category



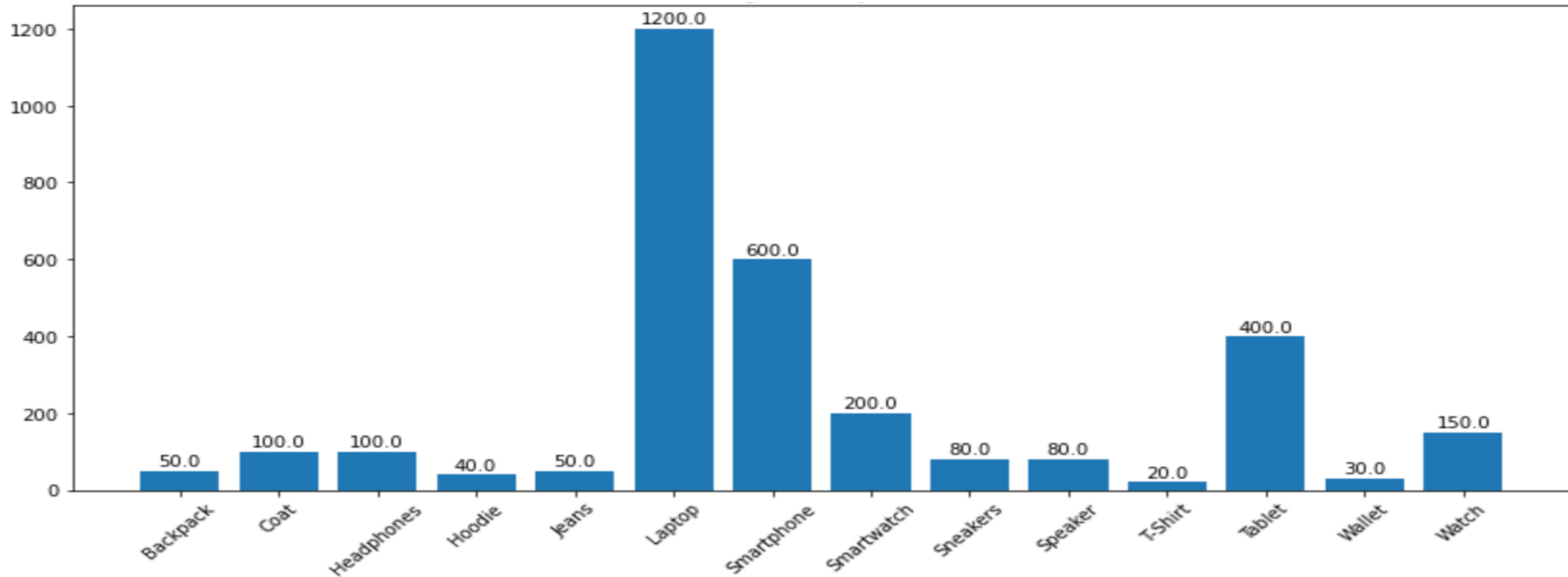
❑ In the **Electronics** category,
we achieve an average revenue of \$3,969.85 per sale.

Total revenue by product



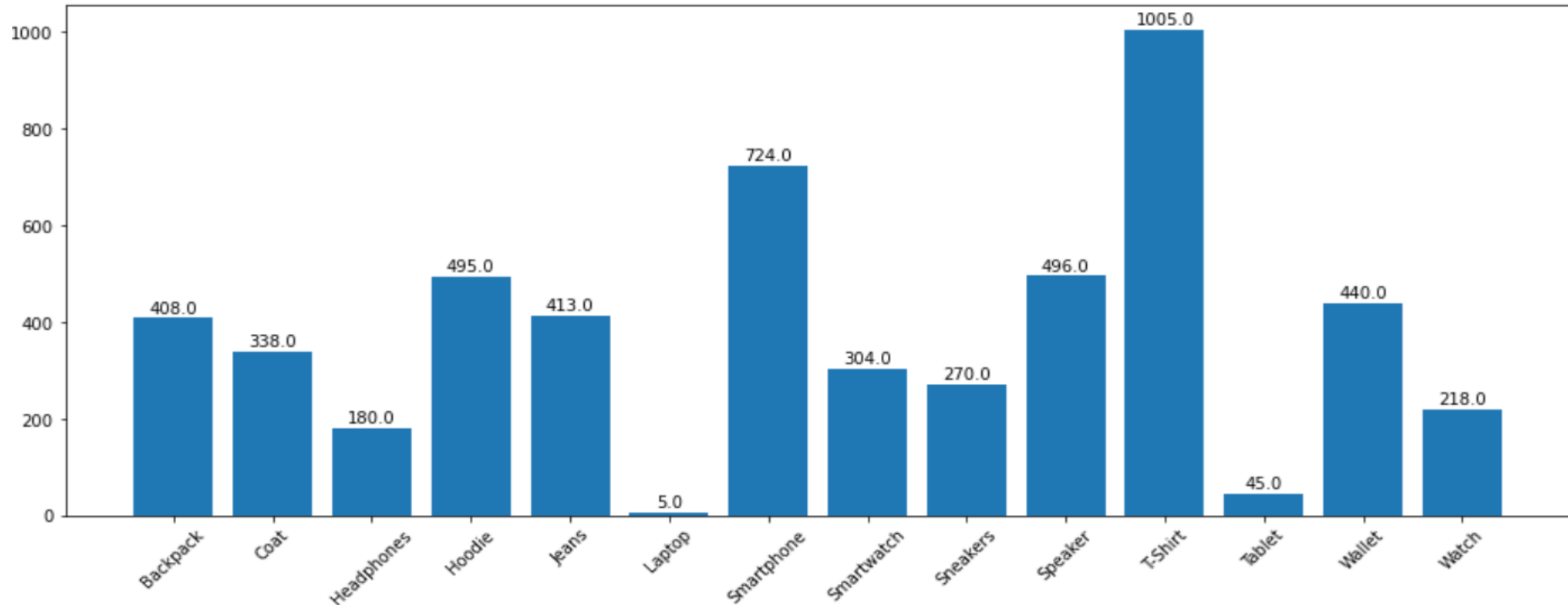
□ **Smartphone** has emerged as our highest revenue-generating product with **\$434,400**.

Average revenue by product



□ **Laptop** is the most expensive product **\$1200**.

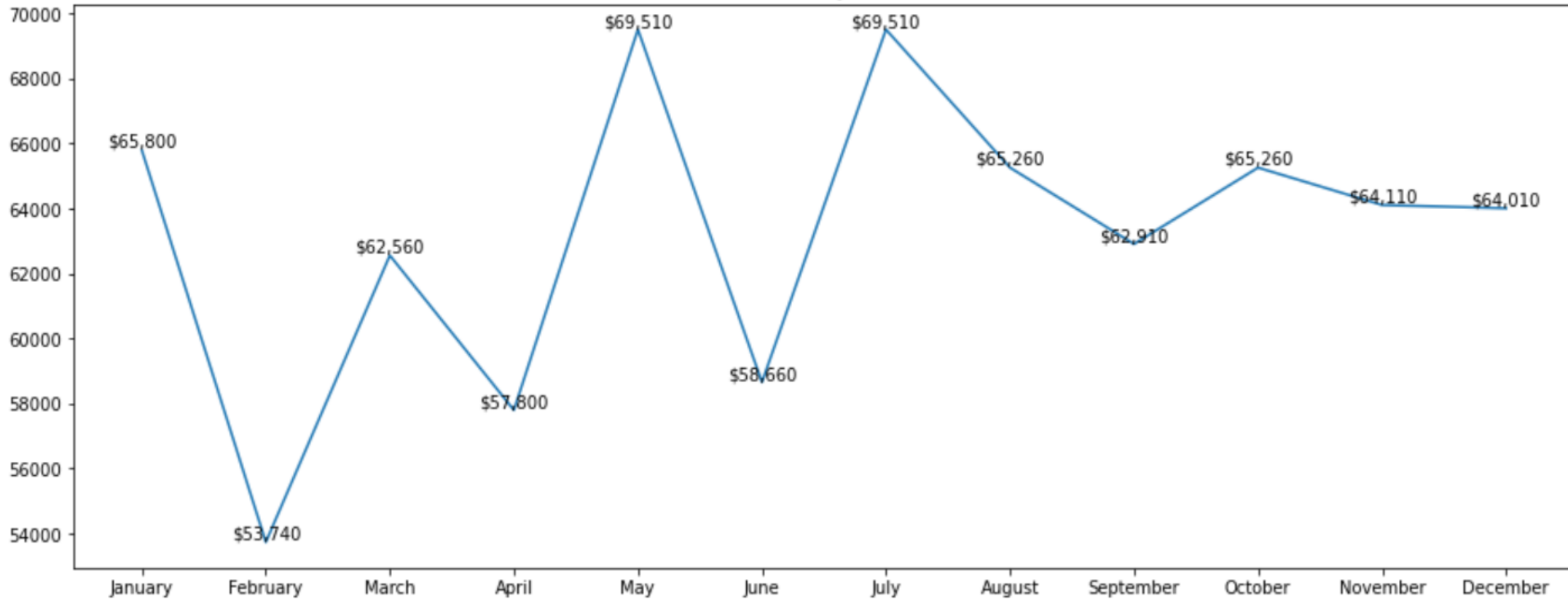
Quantity sold by product



❑ We sold a total of **5,341** products last year.

❑ Average revenue per sale is \$142.13.

Revenue by month



❑ **February** recorded the lowest at **\$53,000**.

❑ **May** and **July** recorded the highest at **\$69,510**.

Recommendations

- ❑ Invest more in **Electronics**.
- ❑ Focus on **Smartphone**.
- ❑ Develop targeted promotions and marketing campaign to stimulate sales in **February**.

Thank you