



SALES ANALYSIS PROJECT

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INTRODUCTION

This project presents an in-depth analysis of a Ecommerce's sales data, focusing on uncovering actionable insights to drive strategic decisions and optimize business performance.

The dataset includes key attributes such as **Region, Country, Item Type, Sales Channel, Order Dates, Order Id, Ship Dates,** and detailed financial metrics like **Revenue, Cost, and Profit.** By analyzing these dimensions, the objective is to understand sales trends, identify high-performing regions and products, and evaluate profitability across various categories.

This analysis aims to provide a data-driven foundation for enhancing operational efficiency and boosting Store's growth trajectory.

INSIGHTS-1

TOTAL COST, REVENUE AND PROFIT



Count of Order ID

100

Sum of Total Revenue

137.35M

Sum of Total Cost

93.18M

Sum of Total Profit

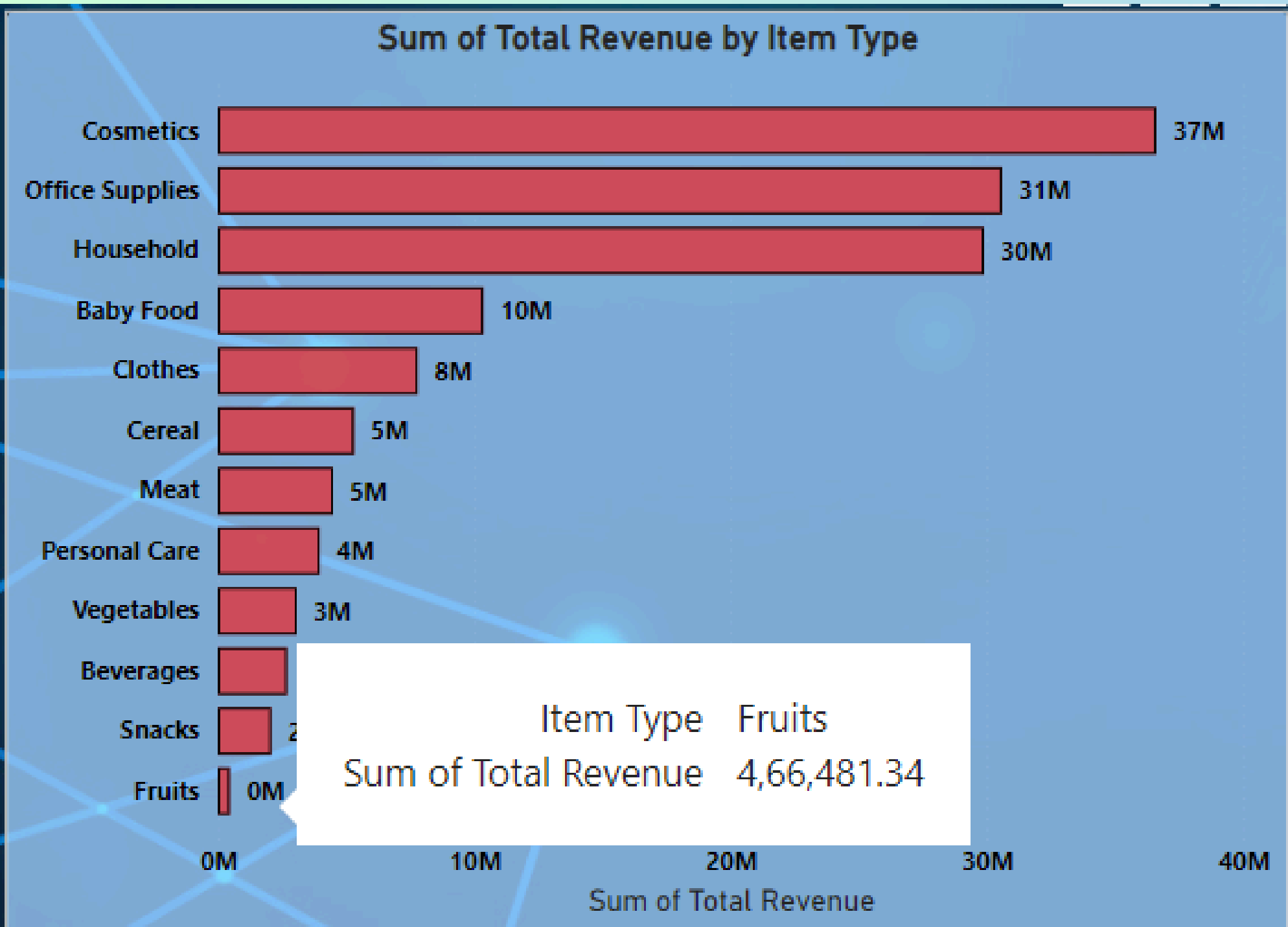
44.17M

THE TOTAL REVENUE AND PROFIT GENERATED ACROSS ALL REGIONS AND PRODUCT CATEGORIES PROVIDE A COMPREHENSIVE VIEW OF AMAZON'S OVERALL SALES PERFORMANCE.

- **TOTAL REVENUE:** REPRESENTS THE GROSS INCOME FROM ALL SALES ACTIVITIES, HIGHLIGHTING THE SCALE OF BUSINESS OPERATIONS.
- **TOTAL PROFIT:** INDICATES THE NET EARNINGS AFTER ACCOUNTING FOR COSTS, REFLECTING THE EFFICIENCY AND PROFITABILITY OF AMAZON'S OPERATIONS.

INSIGHTS-2

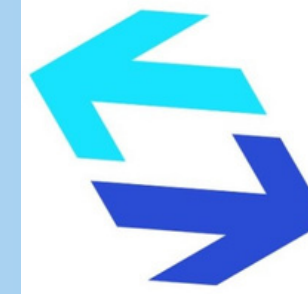
TOTAL REVENUE OVER ITEM TYPE



- THIS INSIGHT ENABLES TO FOCUS ON HIGH-REVENUE PRODUCTS, OPTIMIZE INVENTORY, AND DEVELOP TARGETED MARKETING STRATEGIES TO BOOST SALES IN UNDERPERFORMING CATEGORIES.
- STORE WILL GET MAXIMUM REVENUE IN COSMETICS ITEM.

INSIGHTS-3

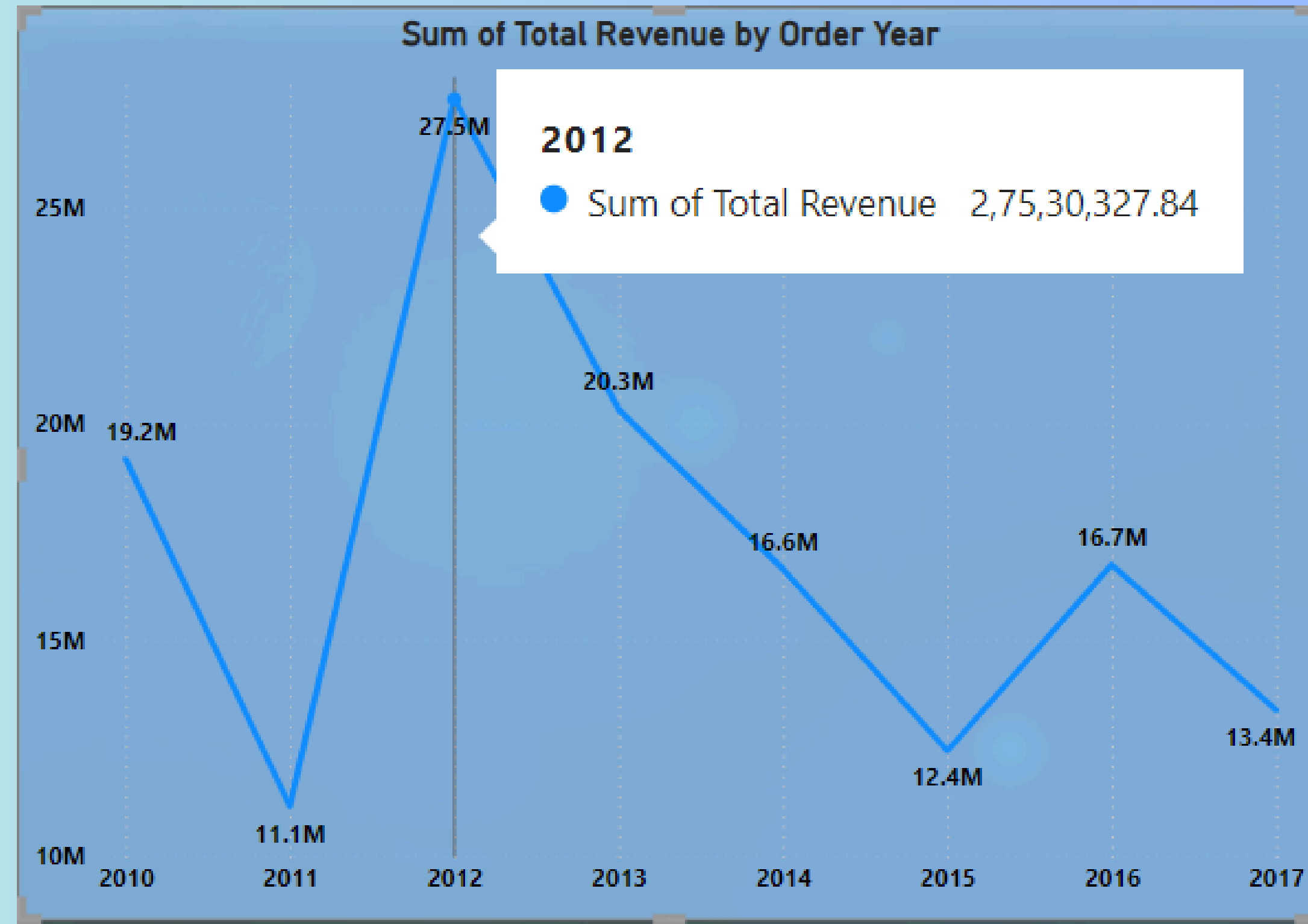
TOTAL REVENUE OVER YEAR



Brainwave

MATRIX SOLUTIONS

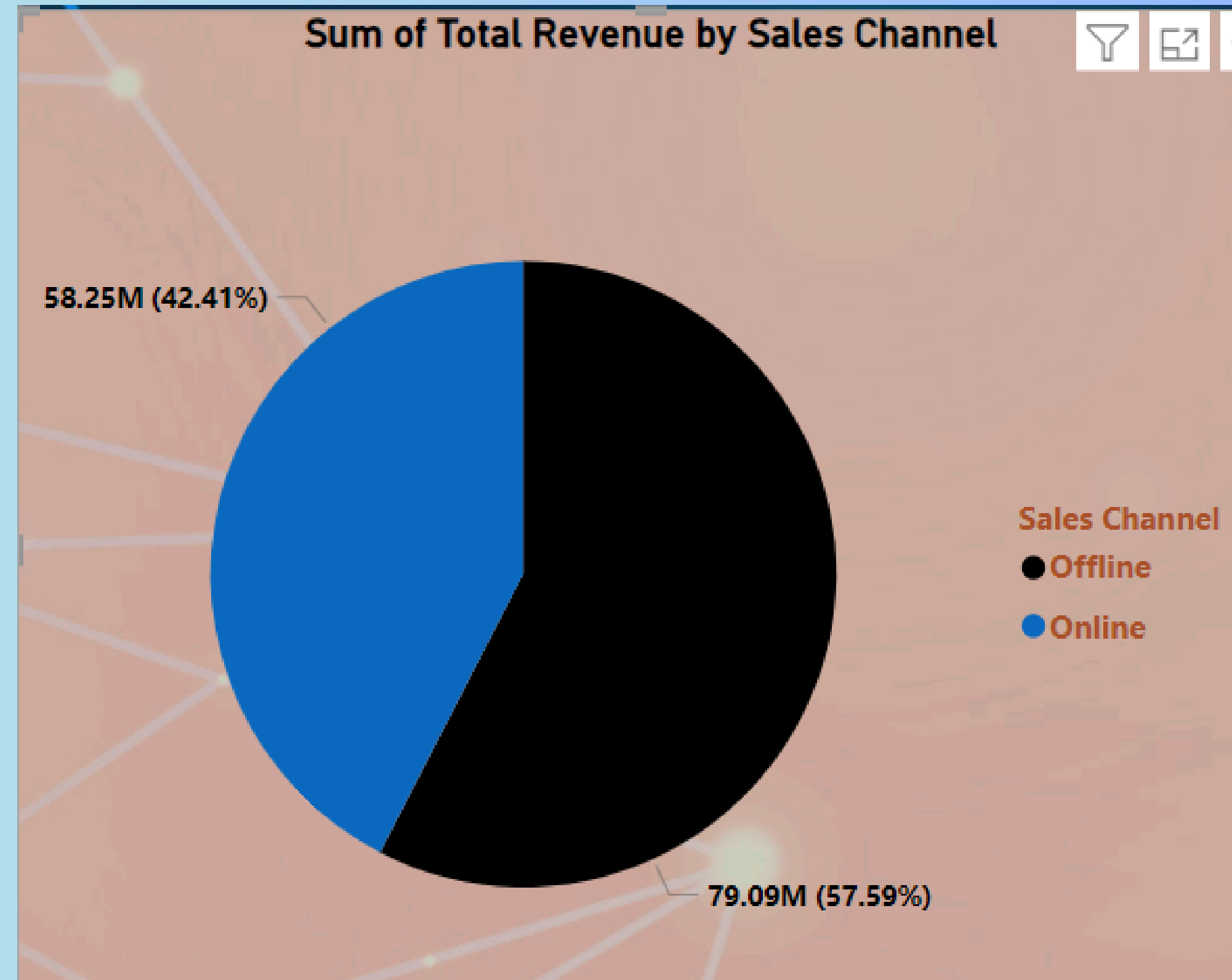
- **TRACKING REVENUE TRENDS OVER THE YEARS REVEALS HOW STORE'S SALES PERFORMANCE HAS EVOLVED:**
- **GROWTH TRENDS:** IDENTIFYING YEARS WITH SIGNIFICANT REVENUE GROWTH HELPS PINPOINT SUCCESSFUL STRATEGIES, ECONOMIC CONDITIONS, OR PRODUCT LAUNCHES.
- **SEASONAL OR ANNUAL PATTERNS:** UNDERSTANDING CONSISTENT PATTERNS OVER THE YEARS AIDS IN PREDICTING FUTURE TRENDS AND PLANNING.
- THIS INSIGHT SUPPORTS STRATEGIC PLANNING BY FOCUSING ON HIGH-GROWTH PERIODS AND ADDRESSING CHALLENGES IN WEAKER YEARS, ULTIMATELY DRIVING LONG-TERM PROFITABILITY.



INSIGHTS-4

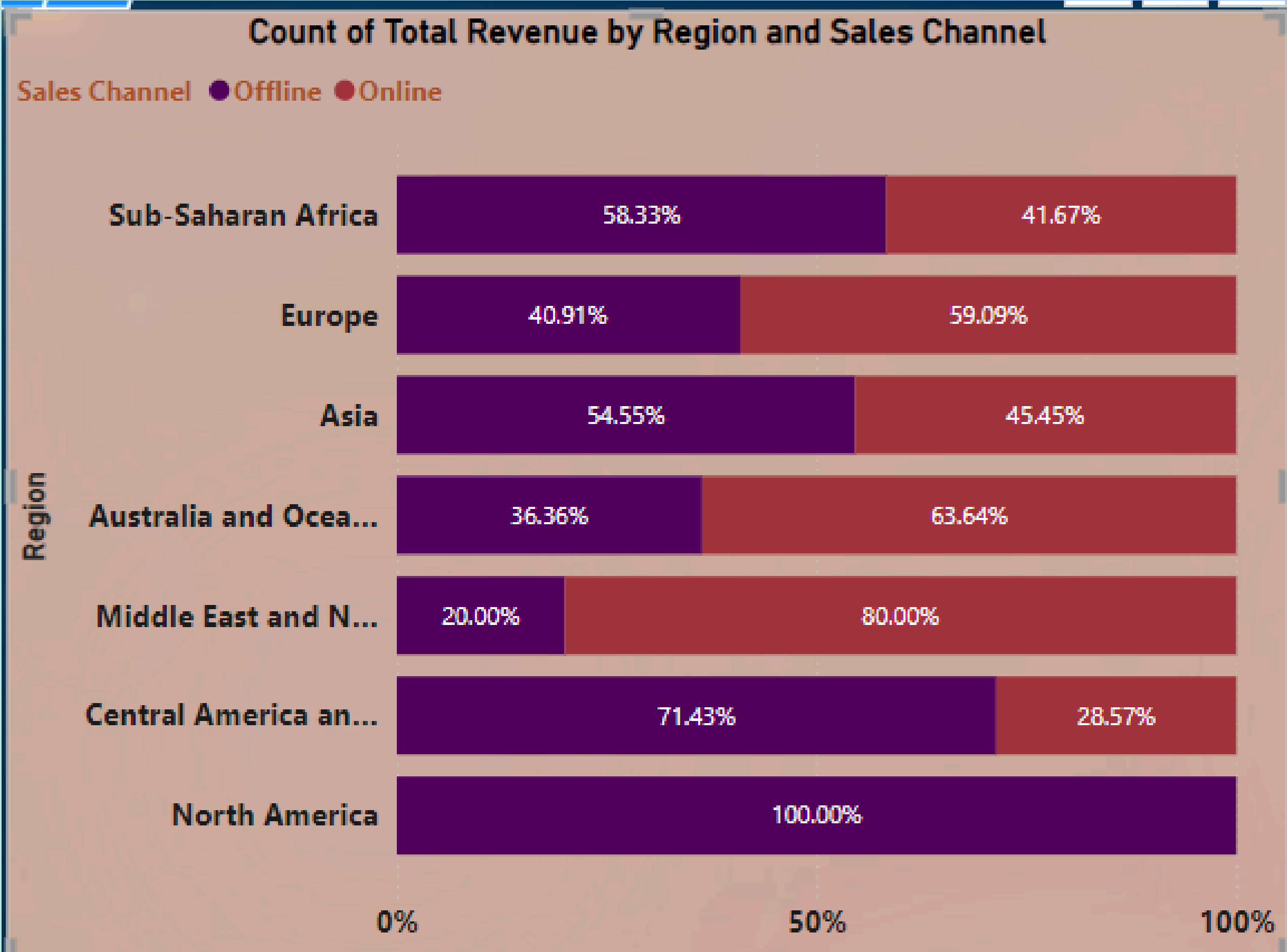
TOTAL REVENUE OVER SALES CHANNEL

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INSIGHTS-5

SUM OF TOTAL REVENUE BY REGION
AND SALES CHANNEL

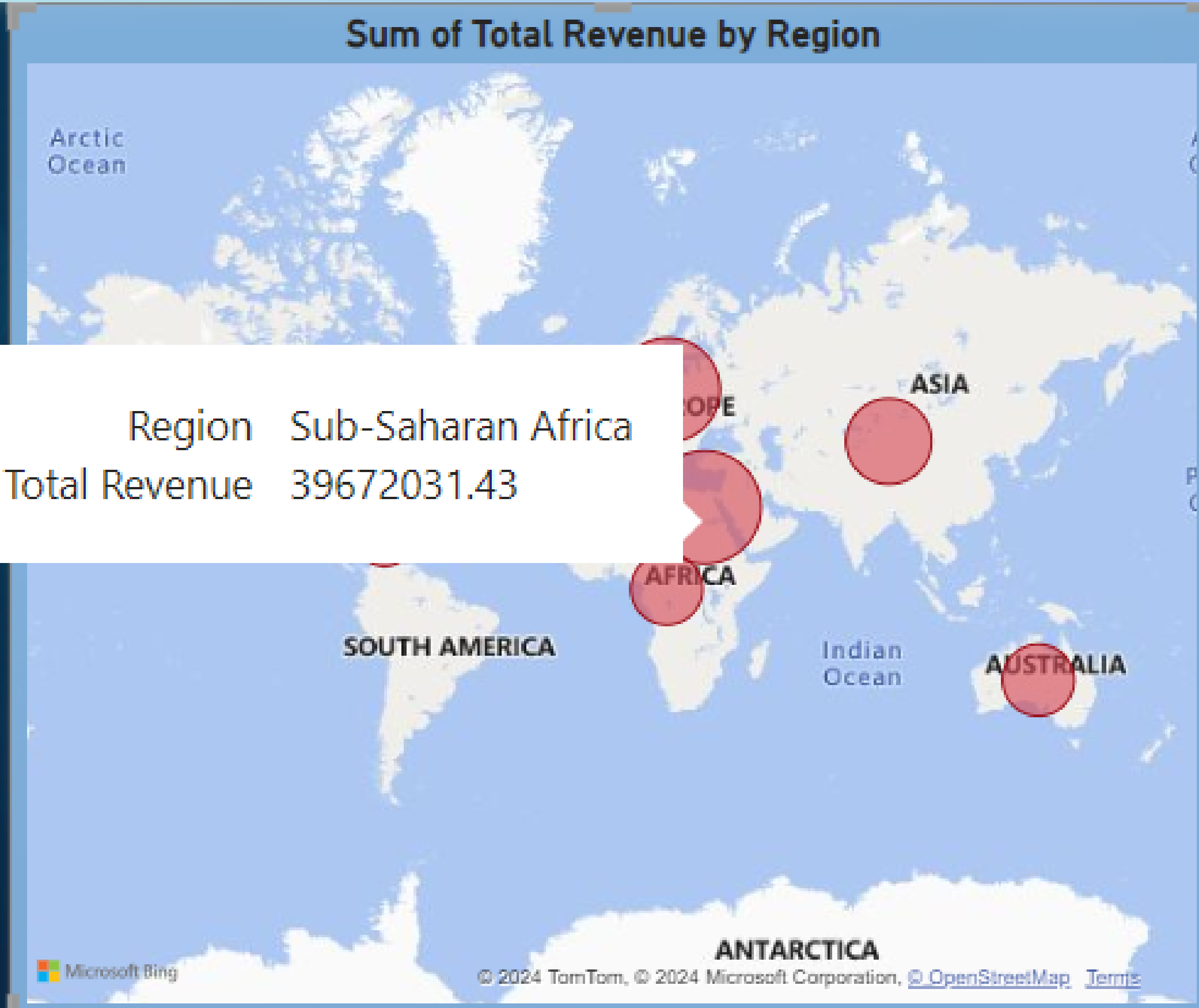


INSIGHTS-6

SUM OF REVENUE OVER REGION

THIS INSIGHT EXAMINES THE TOTAL REVENUE CONTRIBUTION FROM DIFFERENT REGIONS, PROVIDING A COMPREHENSIVE VIEW OF GEOGRAPHICAL PERFORMANCE:

- **TOP PERFORMING REGION:** IDENTIFY REGIONS GENERATING THE HIGHEST REVENUE, SUCH AS AFRICA OR UROPE, ASIA, TO RECOGNIZE KEY MARKETS DRIVING OVERALL SALES.

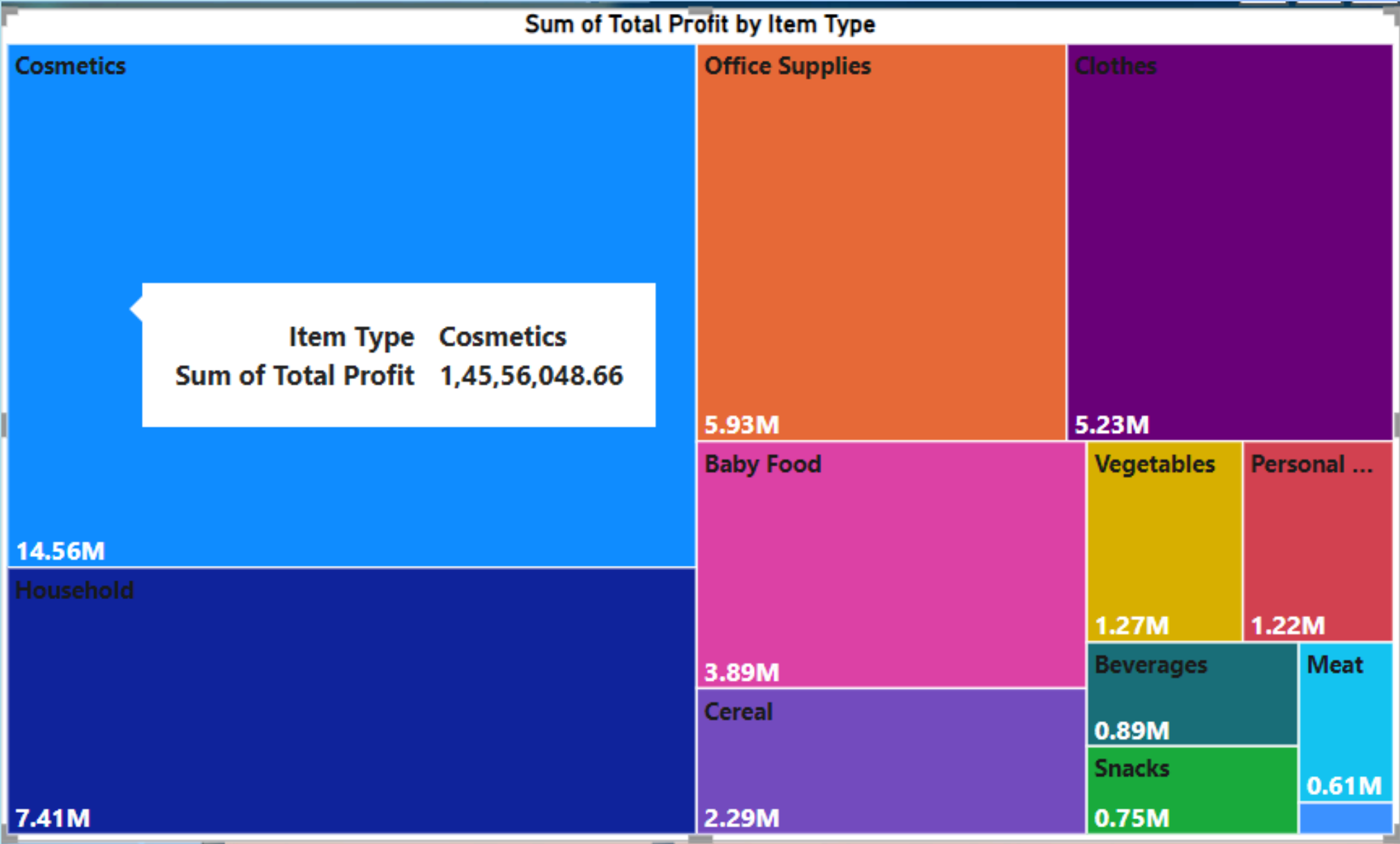


INSIGHTS-7

SUM OF PROFIT OVER SALES ITEM TYPE

THIS INSIGHT DELVES INTO THE PROFITABILITY OF VARIOUS PRODUCT CATEGORIES, OFFERING A DETAILED VIEW OF THEIR FINANCIAL PERFORMANCE:

- **MOST PROFITABLE ITEM TYPES:** HIGHLIGHT ITEM TYPES SUCH AS "**COSMETICS**" OR "**HOUSEHOLD**" THAT CONTRIBUTE SIGNIFICANTLY TO TOTAL PROFIT, SHOWCASING THEIR IMPORTANCE TO THE BUSINESS.
- **LOW-PROFIT ITEM TYPES:** IDENTIFY CATEGORIES LIKE "**MEAT**" OR "**SNACKS**" WITH LOWER PROFIT MARGINS, INDICATING AREAS FOR COST OPTIMIZATION OR PRICING STRATEGY ADJUSTMENTS.
- **PROFITABILITY TRENDS:** ANALYZE THE RELATIONSHIP BETWEEN REVENUE AND PROFIT FOR EACH ITEM TYPE TO ASSESS THE EFFICIENCY OF OPERATIONS AND PRICING POLICIES.

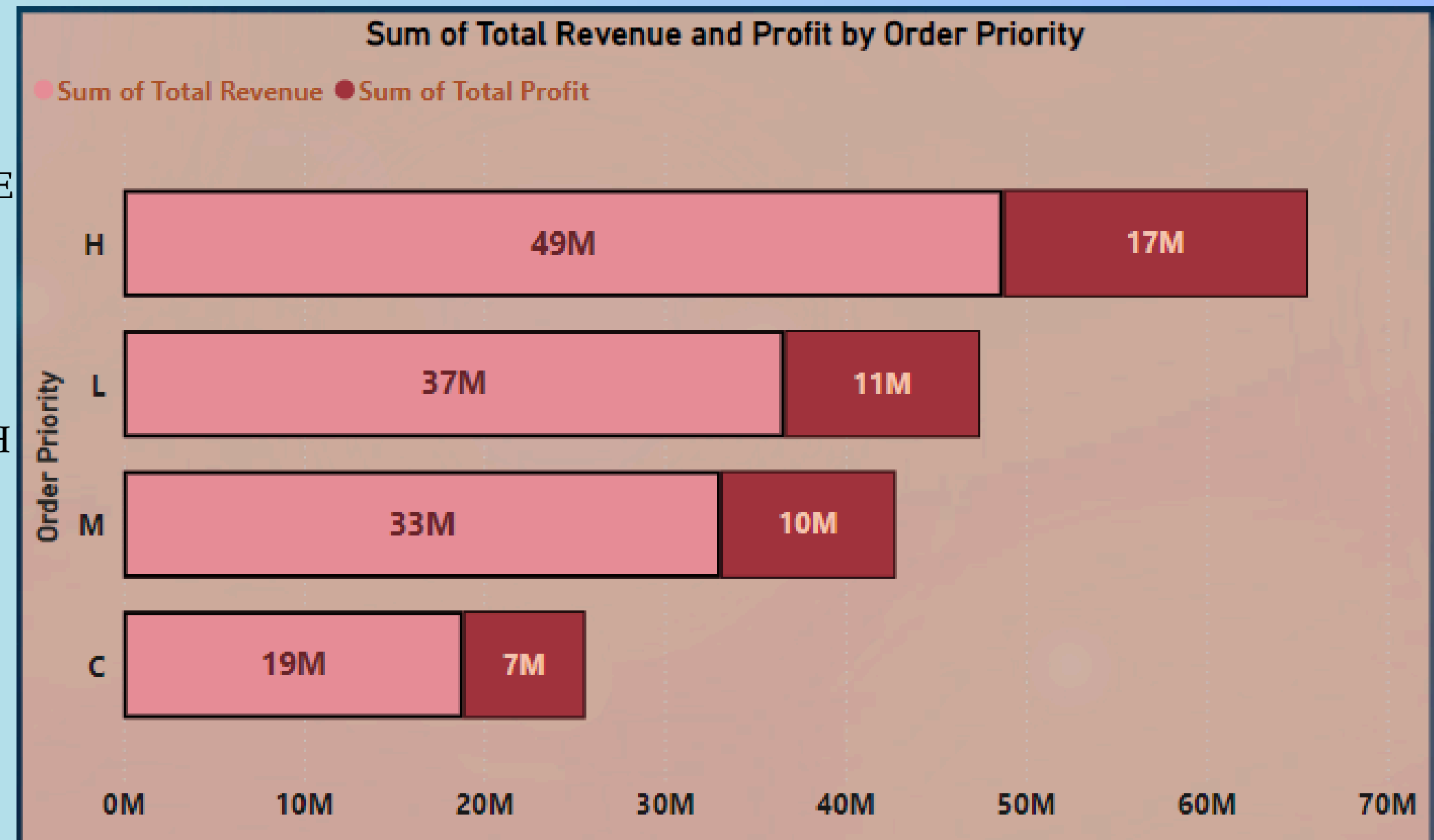


INSIGHTS-8




SUM OF REVENUE AND PROFIT OVER ORDER PRIORITY

THIS ANALYSIS EVALUATES THE PERFORMANCE OF ORDERS CATEGORIZED BY PRIORITY LEVELS (**E.G., HIGH, MEDIUM, LOW, CRITICAL**) TO UNDERSTAND THEIR IMPACT ON REVENUE AND PROFITABILITY:

- **HIGH PRIORITY ORDERS:**
 - THESE CONTRIBUTE THE MOST TO TOTAL REVENUE AND PROFIT.
 - INDICATES THE VALUE OF PRIORITIZING URGENT ORDERS FOR KEY CUSTOMERS OR IMPORTANT REGIONS.
- **MEDIUM AND LOW PRIORITY ORDERS:**
 - GENERALLY CONTRIBUTE A MODERATE SHARE OF REVENUE AND PROFIT.
 - HIGHLIGHTS THE CONSISTENT DEMAND ACROSS NON-URGENT SEGMENTS.
- **CRITICAL PRIORITY ORDERS:**
 - THOUGH FEWER IN NUMBER, THEY MIGHT GENERATE HIGH PROFITS OR REVENUE.
 - MAY REQUIRE OPERATIONAL FOCUS TO ENHANCE TIMELY FULFILLMENT AND RELIABILITY.



Sales Analyze Project



Count of Order ID

100

Sum of Total Revenue

137.35M

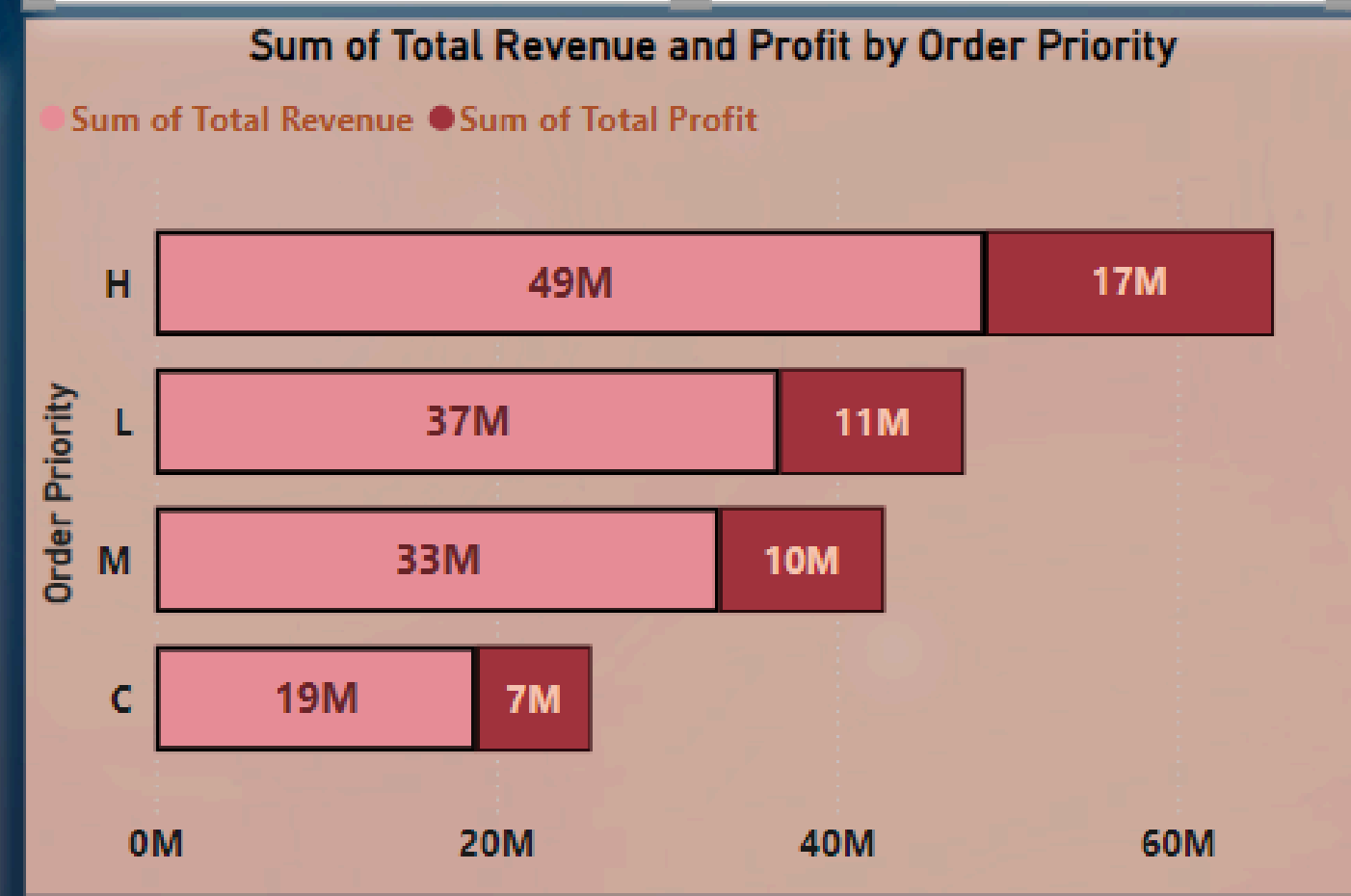
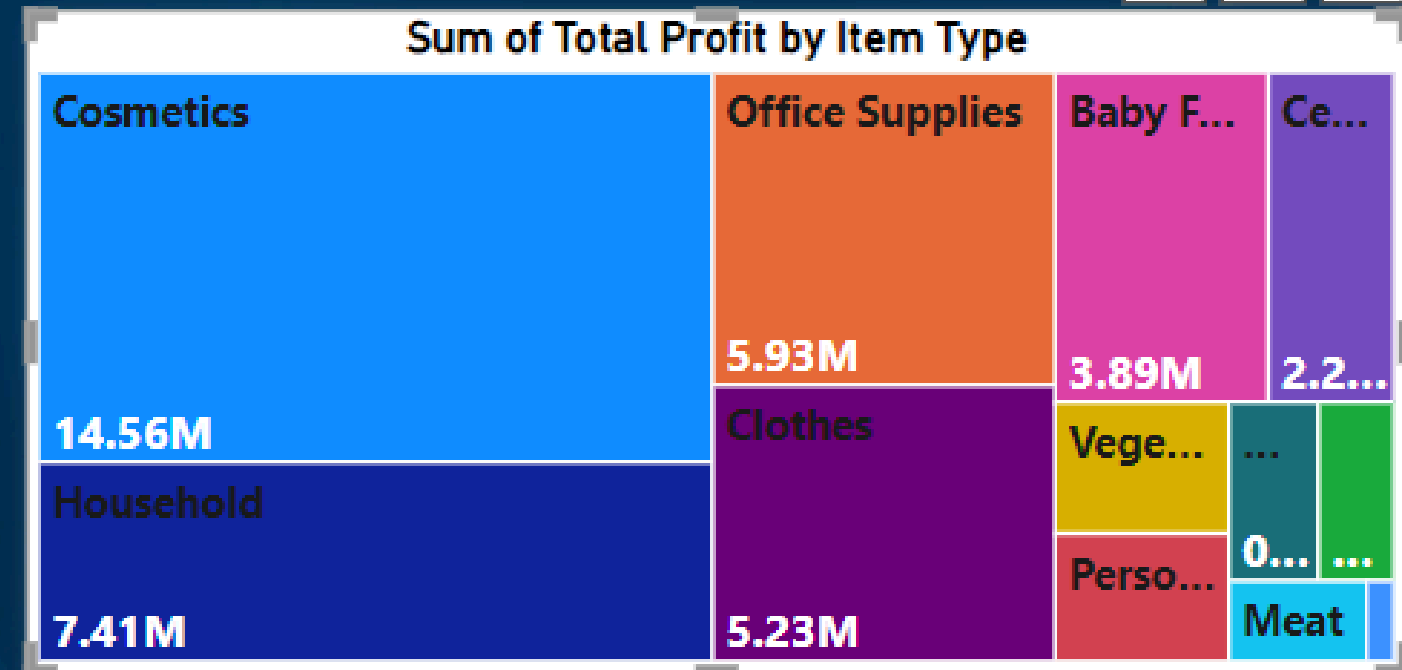
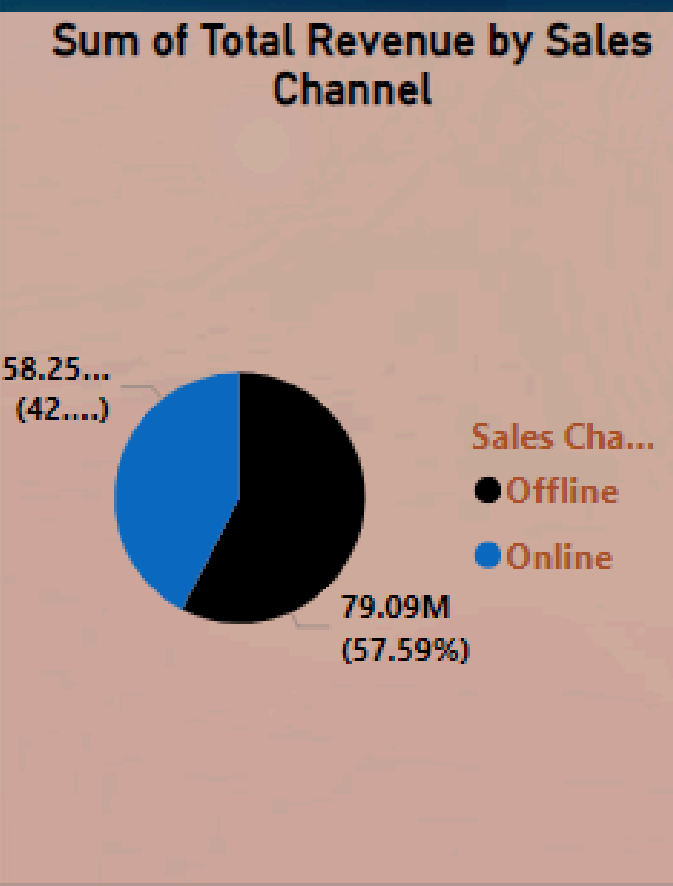
Sum of Total Profit

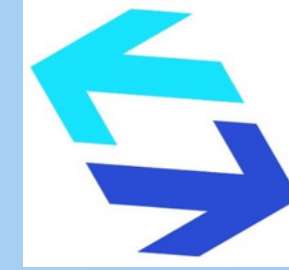
44.17M



Sum of Total Cost

93.18M





Sales Analyze Project

Country

Albania

Angola

Australia

Austria

Azerbaijan

Bangladesh

Belize

Brunei

Bulgaria

Region

Asia

Australia and Oceania

Central America and the...

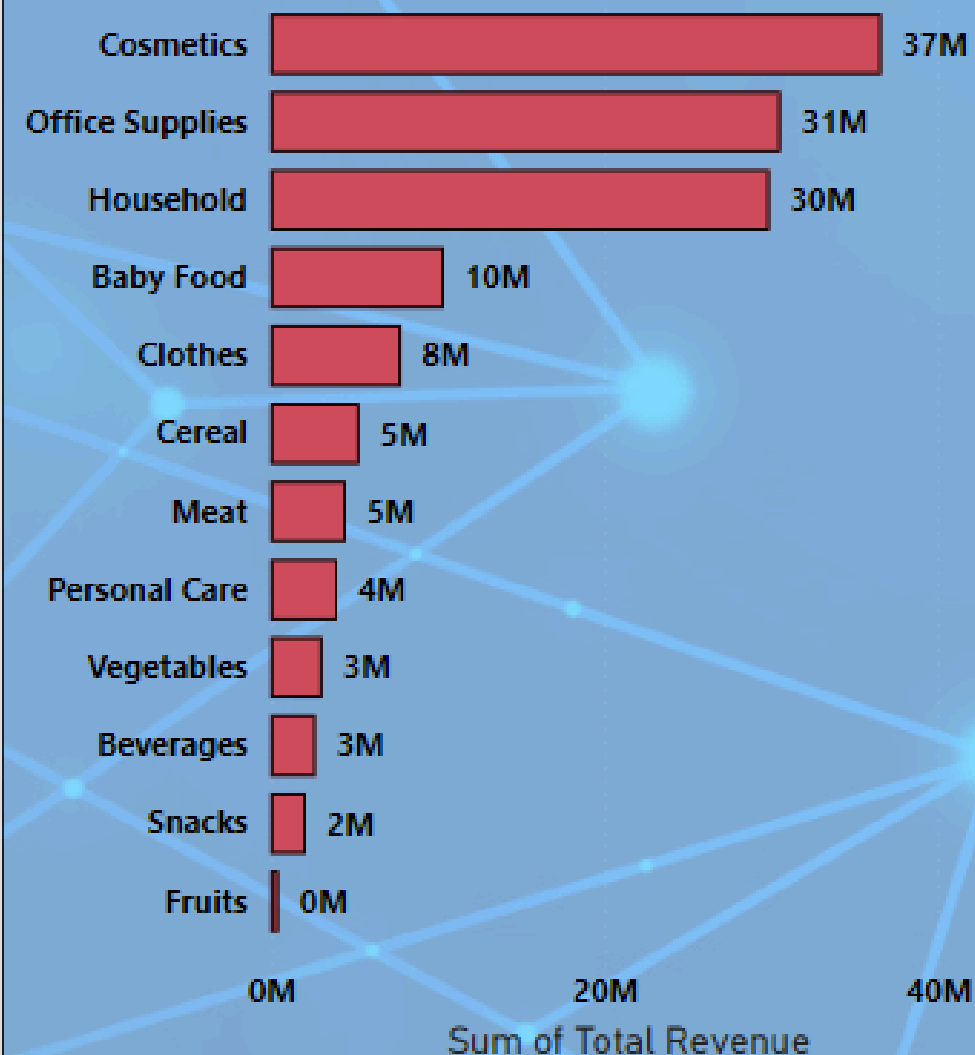
Europe

Middle East and North Africa

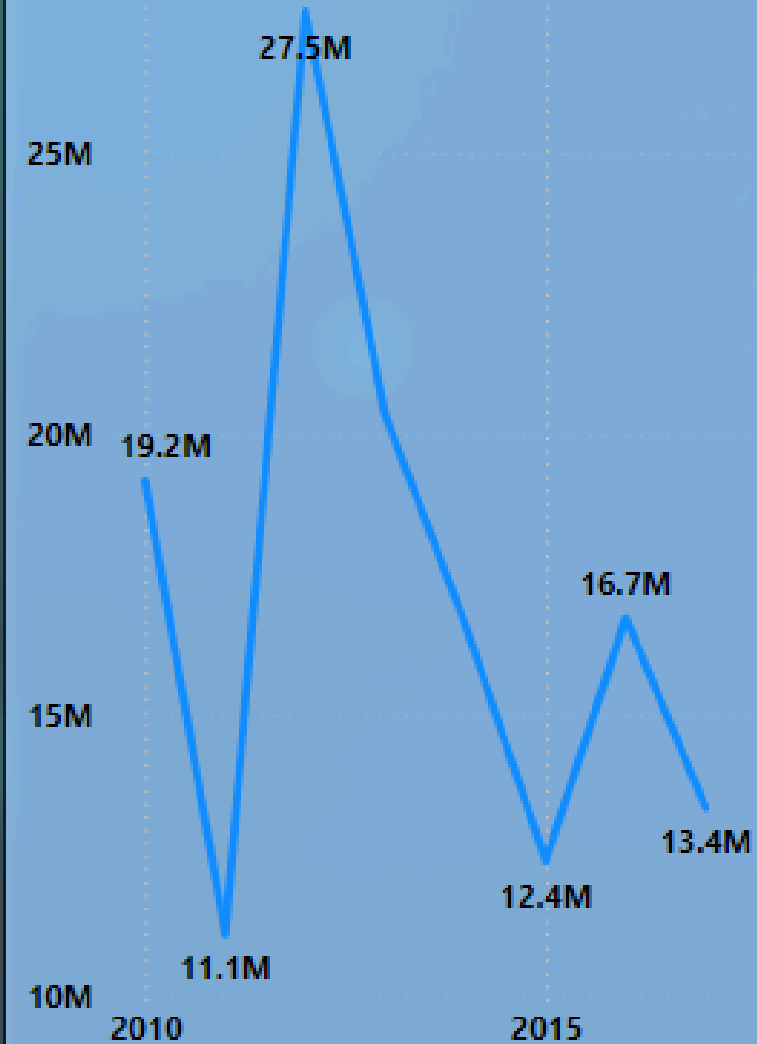
North America

Sub-Saharan Africa

Sum of Total Revenue by Item Type

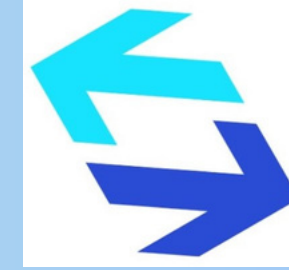


Sum of Total Revenue by Order Year



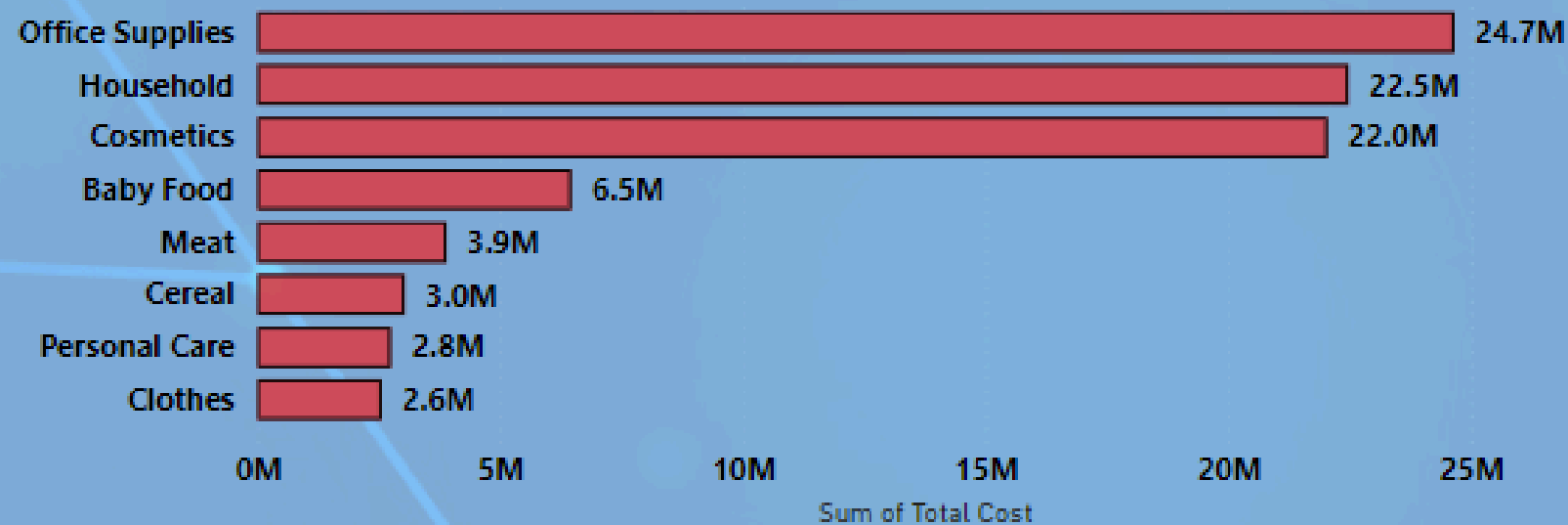
Sum of Total Revenue by Region



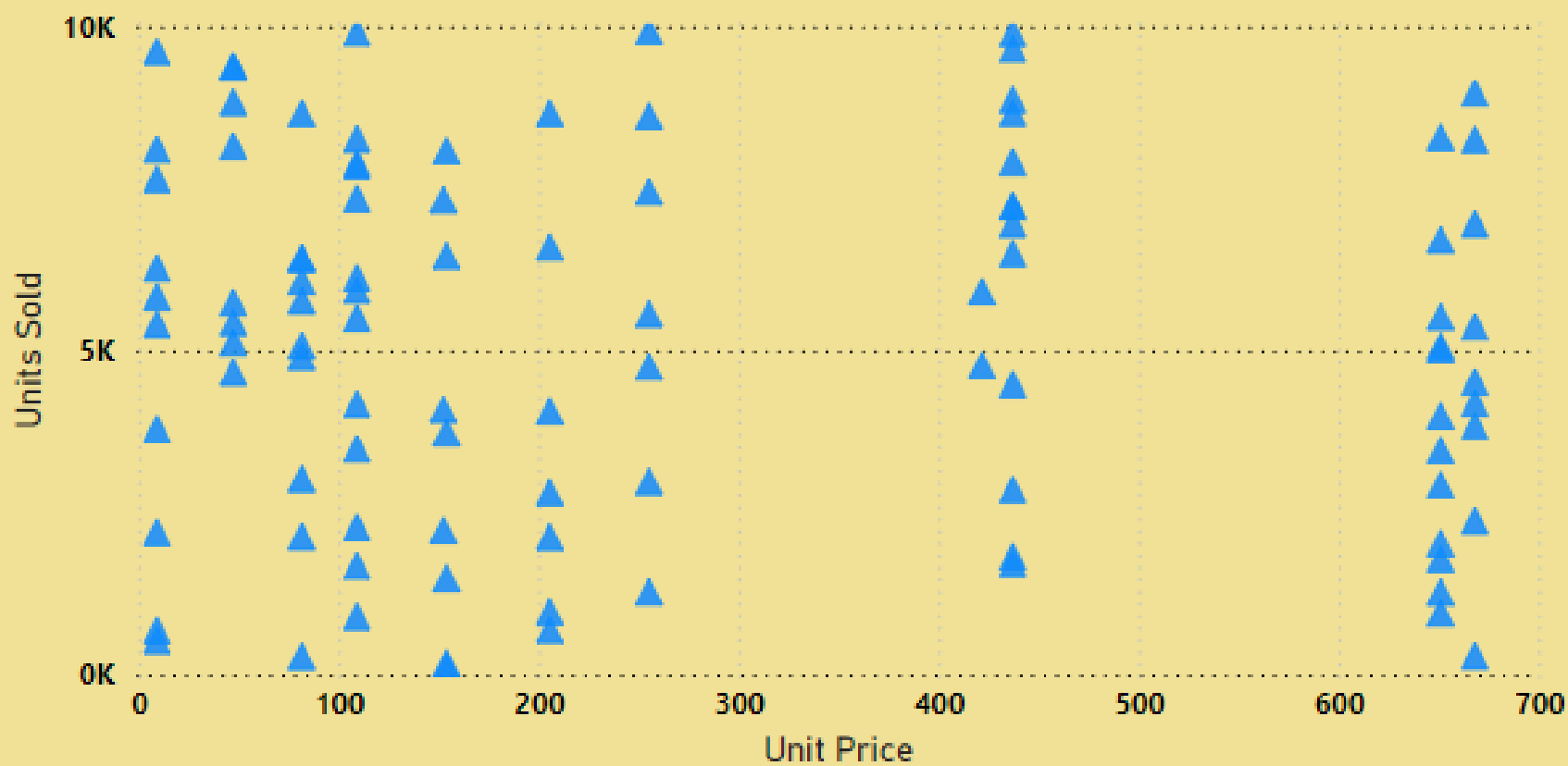


Sales Analyze Project

Sum of Total Cost by Item Type

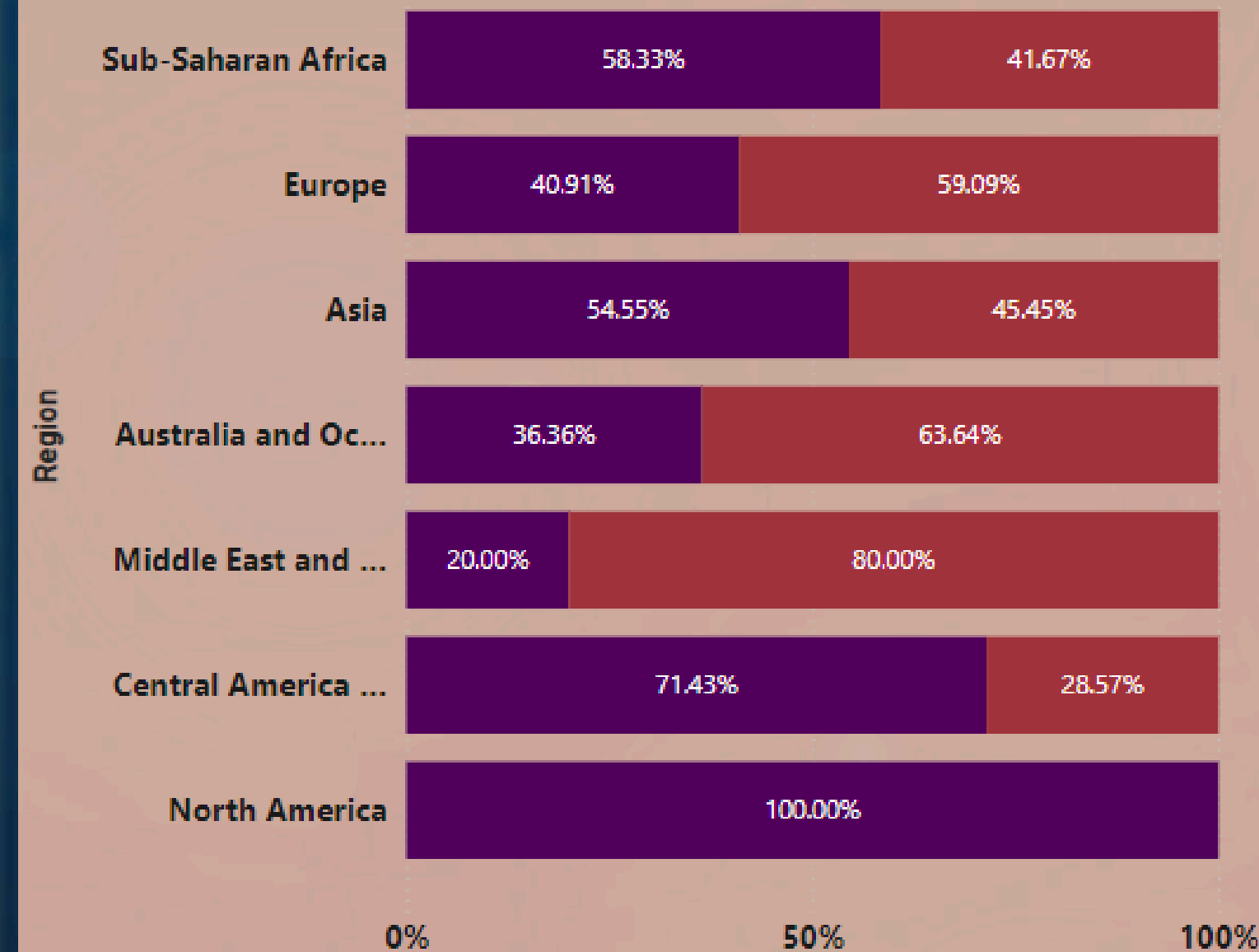


Unit Price and Units Sold



Count of Total Revenue by Region and Sales Channel

Sales Channel ● Offline ● Online



GOAL

THE GOAL OF THIS ANALYSIS IS TO PROVIDE ACTIONABLE INSIGHTS INTO STORE'S SALES PERFORMANCE BY EXAMINING KEY METRICS SUCH AS REVENUE, PROFIT, AND SALES TRENDS. BY ANALYZING DATA ACROSS REGIONS, SALES CHANNELS, PRODUCT TYPES, AND ORDER PRIORITIES, THE OBJECTIVE IS TO:

1. **IDENTIFY TRENDS:** UNCOVER PATTERNS IN SALES AND REVENUE DISTRIBUTION OVER TIME AND ACROSS DIFFERENT CATEGORIES.
2. **OPTIMIZE STRATEGIES:** HIGHLIGHT OPPORTUNITIES TO ENHANCE SALES PERFORMANCE AND PROFITABILITY BY FOCUSING ON HIGH-PERFORMING AREAS AND ADDRESSING UNDERPERFORMING ONES.
3. **SUPPORT DECISION-MAKING:** ENABLE DATA-DRIVEN DECISIONS TO IMPROVE OPERATIONAL EFFICIENCY, MARKET PENETRATION, AND CUSTOMER SATISFACTION.

THIS ANALYSIS EQUIPS STAKEHOLDERS WITH A COMPREHENSIVE UNDERSTANDING OF STORE'S SALES DYNAMICS TO DRIVE SUSTAINABLE GROWTH AND COMPETITIVE ADVANTAGE.

Conclusion

Sales Analysis provides a comprehensive view of the sales performance across various dimensions, such as region, product type, sales channel, and order priority. Key findings include:

- **Revenue Trends:** Consistent growth over the years, highlighting strong market demand.
- **High-Performing Regions and Products:** Specific regions and product categories, such as Africa, Europe and Cosmetics, contribute significantly to total revenue and profit.
- **Sales Channel Impact:** Online sales dominate revenue generation, underscoring the importance of digital channels.
- **Operational Efficiency:** Insights into order priorities and shipping timelines offer opportunities to streamline operations and enhance customer satisfaction.

By leveraging these insights, E-commerce Store can refine its sales strategies, optimize product offerings, and enhance customer engagement to sustain growth and profitability in the competitive retail market.



Thank
You