

A REPORT ON THE

SALES OF DIFFERENT PRODUCTS BY GOVERNMENT IN CANADA AND USA

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18 AUGUST, 2023

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INTRODUCTION



Governments around the world play a pivotal role in economic activities, including the provision of various goods and services to their citizens. This data analysis report focuses on a comparative study of product sales by the government in two prominent North American countries: Canada and the United States.

The analysis will delve into the sales data obtained from online sources in both Canada and the USA. Throughout this report, we will present the key findings from our analysis and provide a comprehensive overview of the products sold by government entities in Canada and the USA.

AIM & OBJECTIVE

AIM

We aim to analyze the sales of different products by the government in Canada and USA.

OBJECTIVE

Build a visualization dashboard to uncover insights into consumer preferences, total profits for each product sold in these countries, total unit sold for each product, total revenue (sales/income) from each product



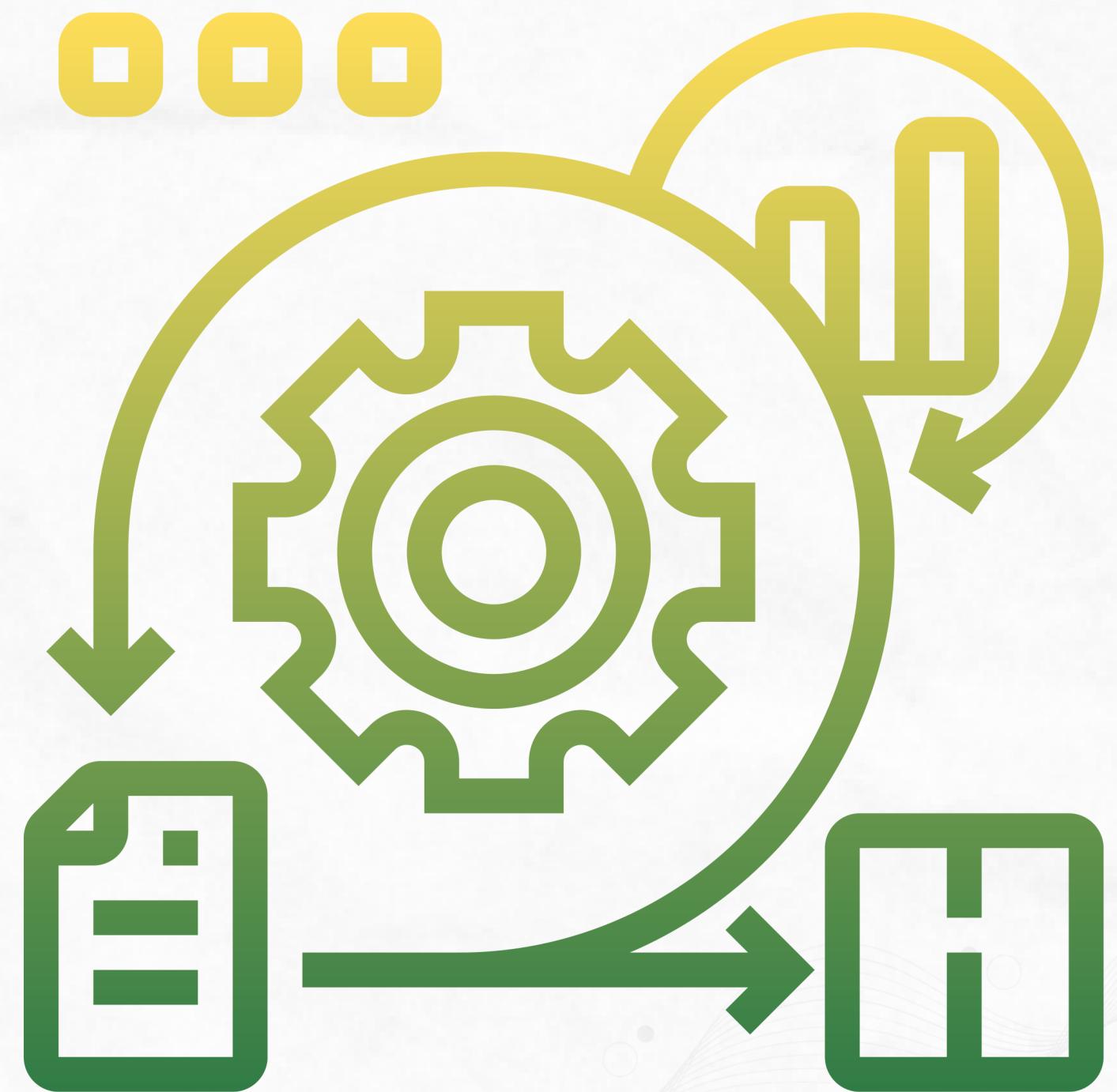
METHODOLOGY

DATA COLLECTION

The data used for the analysis was secondary data which was gotten from a YouTube video by SIMON SEZ IT.

DATA CLEANING

During this phase, I meticulously reviewed the dataset, identified inconsistencies, errors, and missing values, and took the necessary steps to rectify them using Microsoft Excel. By applying rigorous data-cleaning techniques, I ensured that the dataset was more accurate, consistent, and ready for analysis.





DATA ANALYSIS AND FINDINGS

SALES OF DIFFERENT PRODUCTS BY GOVERNMENT IN CANADA & USA

2

Countries

\$20.84M

Total Revenue

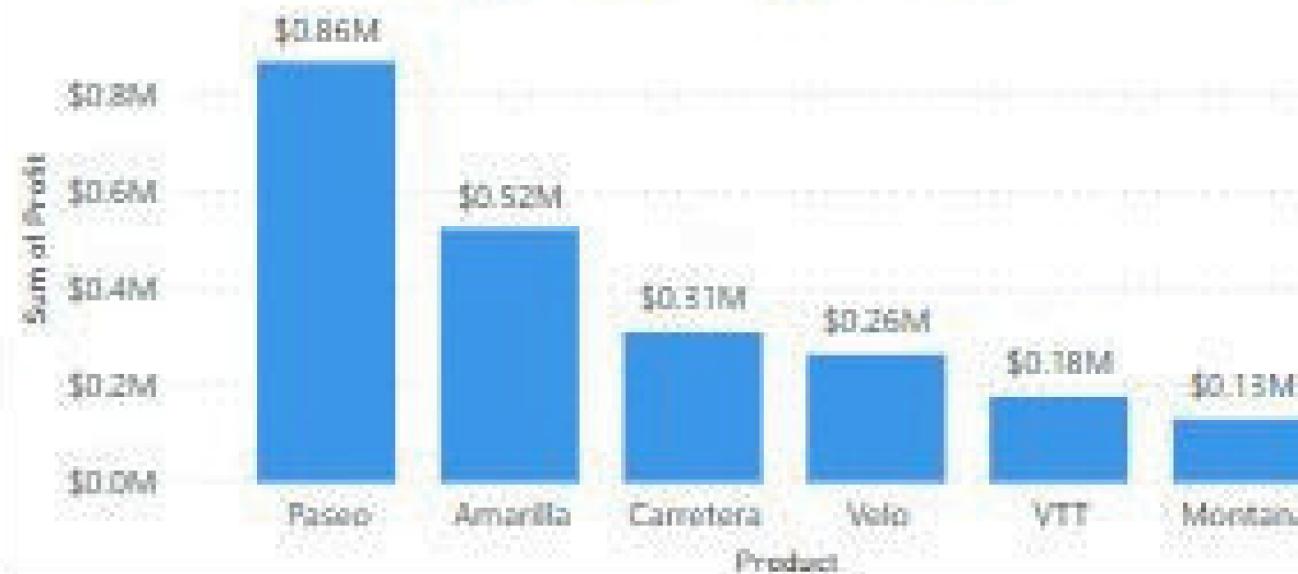
\$3.96M

Total Profit

480K

Total Units Sold

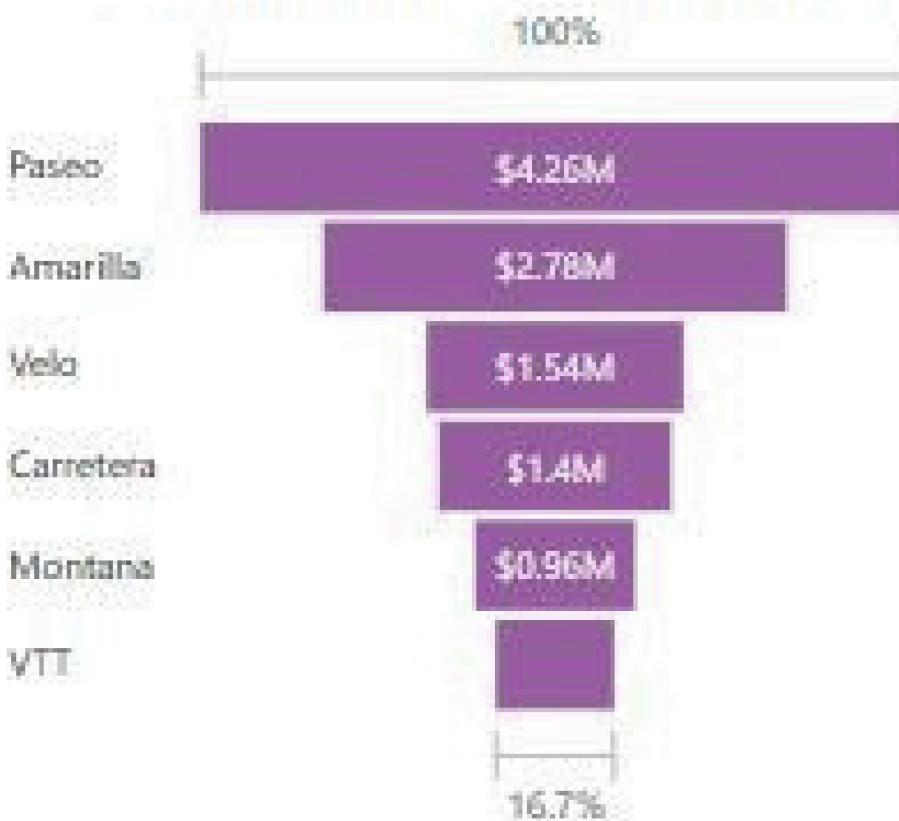
Profit by Product in Canada



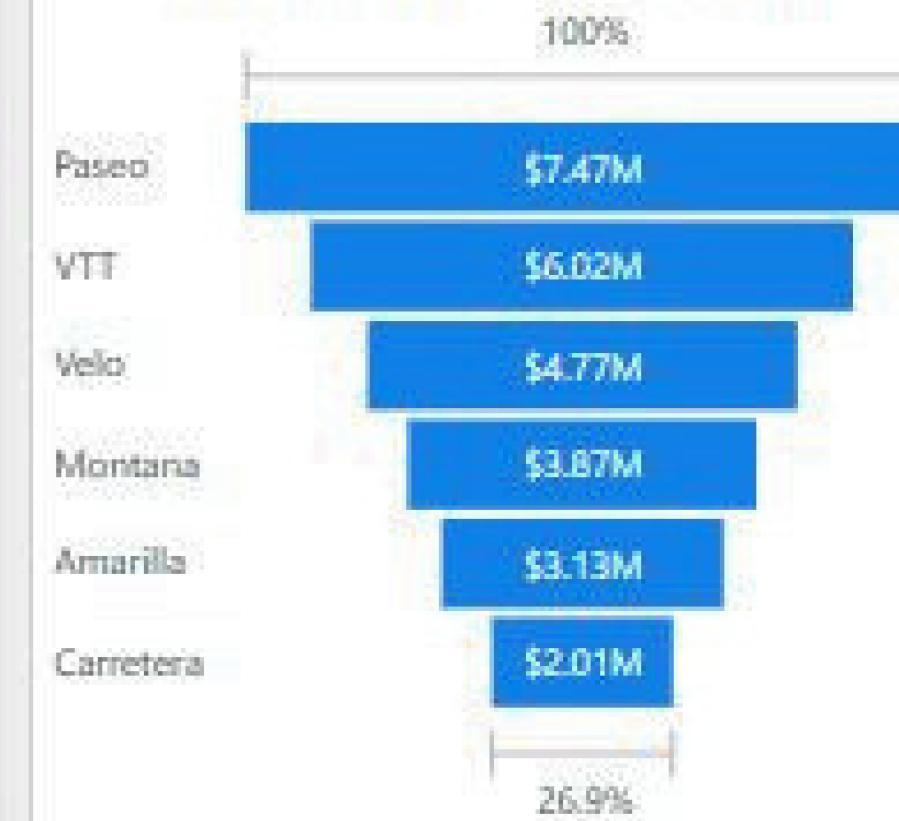
Profit by Product in USA



Total Revenue Generated in Canada



Total Revenue Generated in USA



Total Profit in Canada



Total Profit in USA



REVENUE VS PROFIT

\$20.84M

Based on the analysis of the sales of different products by the government of Canada and the USA, it's evident that the combined revenue generated by both governments is \$20.84 million, with a total profit of \$3.96 million.



\$3.6M

Upon closer examination, it's observed that the government of Canada outperformed the government of the USA in terms of profitability. The government of Canada achieved a higher profit of \$2.26m compared to the USA which is \$1.7m

SUMMARY

This suggests that the government of Canada managed to generate more profit relative to its revenue, indicating potentially more efficient cost management, pricing strategies, or higher demand for the products they were selling. On the other hand, despite generating their own revenue from the same products, the government of the USA might have faced higher costs or experienced lower demand for the products, resulting in a lower overall profit.

RECOMMENDATION

I'd recommend especially to the US government that they conduct further market research to understand consumer behaviors, preferences, and feedback on these products. This information can provide insights into how to enhance product offerings and potentially increase profitability. Also, evaluate the pricing strategies employed for these products.



THANK YOU

FOR YOUR ATTENTION