**Insights For Sales Data Set (2020-2023)**

**Context**

Objective:

The prime goal is to analyze the sales performance and trend of the sales dataset for the year 2020-2023 and provide actionable insights from the findings to unleash the new opportunities for the clients.

Scope:

The analysis covers data of 2020-2023 focusing on the key metrics like sales, quantity, product type and different categories of product.

Audience:

The insights are intended for the clients to make better decisions.

**Analysis**

Data collection& cleaning:

The data was provided for analysis. Data cleaning was done to refine it and remove the duplications, removed the blanks and handled the missing value by using power query.

Techniques used:

The techniques utilized where the creation of pivot tables, generating charts, slicers, timelines from the pivot tables and creation of dashboard for quick & easy analysis.

Findings:

1. Best performing product types are Baby formula, feeding and weaning followed by bathing and skin care.
2. 2.The highest quantity sales happens in the second quarter and the September month has high sales comparatively. There is steady growth rate from 2020-2023.
3. At the point of sales there is more selling than online orders.
4. 4.The returns are more in the online orders.
5. The lowest sales are evident in the baby activity, toys and games.

**Conclusion**

Recommendation:

* The less selling products like baby toys & games, baby diapers, breast pads could be given offers to attract the customers.
* The return rate should be taken into consideration which increases the shoulder cost for the sellers. The return rate should be considerably reduced to increase the revenue of the company.

Future considerations:

* Customer feedbacks could be gathered from those who return and cancel the products to customize it to the tailored ends for the draft orders.
* Expanding the product categories in many online sales platforms and to increase sales equitably.