HOME APPLIANCES
SALES REPORT

Prepared by

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Tools used

MS EXCEL

Techniques used

DATA CLEANING, PIVOT TABLE, PIVOT CHARTS

OVERVIEW

A multinational home appliances retailer wants to evaluate the performance of the business for the past 5 years.
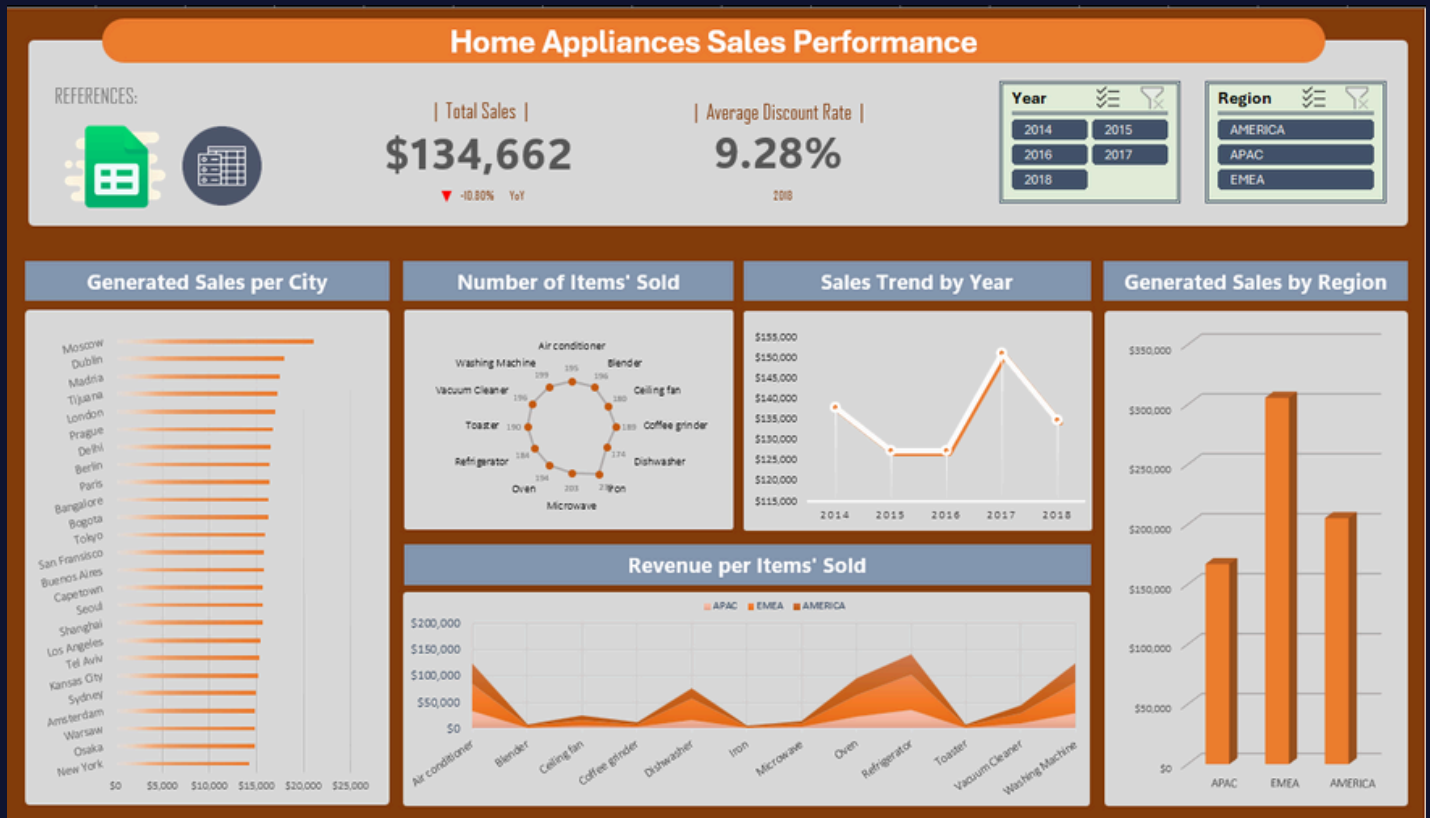
TAKS

01 Use Pivot Table to analyze data and see how business can be improved.

02 Data contains information about the type of product sold, the Date each product was sold, its List Price (in $), its actual Sale Price ($), the Discount %, and also - Where it was sold - City, Country and Region (APAC = Asia Pacific, EMEA - Europe, Middle East and Africa, NA = North America, LATAM = Latin America)

03 To access the dataset, click the link and download: HOME APPLIANCES DATASET

BUSINESS QUESTIONS

01. How much sales did we generate from each city

02. Per each home appliance item, how many items were sold by our company?

03. Show a breakdown of Total Revenue from each of Items Sold (in Rows), and the Regions each item was sold (in Columns).

04. Show the Average Discount % per Sales Person. Apply an external filter that will show only sales made in Columbia. Sort the results in Ascending Order. Who's the best sales agent?

05. Create a report that shows the number of sales generated per Region

06. As part of a re-organization process, you have decided that NA (North America) and LATAM (Latin America) should be consolidated into one entity called "Americas".

07. Showcase the sales performance of our business in the past 5 years to present.

08. Create a chart on each tables that will best represent the data to be shown to stakeholders.

09. Add a Slicer to the Pivot Chart by year and region and report connection to all necessary chart to enable interactive dashboard.

RESULTS

Home Appliances Sales Performance

REFERENCES:

| Total Sales |
$134,662
▼ -10.80%   YoY

| Average Discount Rate |
9.28%
2018

Year
2014 2015
2016 2017
2018

Region
AMERICA
APAC
EMEA

Generated Sales per City

Moscow, Dublin, Madrid, Tijuana, London, Prague, Delhi, Berlin, Paris, Bangalore, Bogota, Tokyo, San Fransisco, Buenos Aires, Capetown, Seoul, Shanghai, Los Angeles, Tel Aviv, Kansas City, Sydney, Amsterdam, Warsaw, Osaka, New York

Number of Items' Sold

Air conditioner, Washing Machine 199, 195 Blender, Vacuum Cleaner 196, 180 Ceiling fan, Toaster 190, 189 Coffee grinder, Refrigerator 184, 174 Dishwasher, 194, Oven 203, 234 Iron, Microwave

Sales Trend by Year

$155,000 $150,000 $145,000 $140,000 $135,000 $130,000 $125,000 $120,000 $115,000
2014 2015 2016 2017 2018

Generated Sales by Region

$350,000 $300,000 $250,000 $200,000 $150,000 $100,000 $50,000 $0
APAC EMEA AMERICA

Revenue per Items' Sold

APAC EMEA AMERICA
$200,000 $150,000 $100,000 $50,000 $0
Air conditioner, Blender, Ceiling fan, Coffee grinder, Dishwasher, Iron, Microwave, Oven, Refrigerator, Toaster, Vacuum Cleaner, Washing Machine

01 According to the data, the appliances generating the most revenue include items such as refrigerators, air conditioners, washing machines, ovens, and dishwashers.

02 We achieved remarkable sales performance in Europe, the Middle East, and Africa, with an impressive 48.93% increase. In comparison, the Americas experienced growth of 23%, followed by the Asia-Pacific region.

03 In 2018, our sales performance experienced a decline of 10.8% compared to 2017, a year that marked our highest revenue achievement.

RESULTS

Top 8 Cities with the highest revenue

04 Moscow is the leading city, generating $21,083 in sales.

05 Overall, the dashboard shows strong performance, especially for stores located in the EMEA Region, which can be a great opportunity for growth in this area.