"ShopTrendz" Analysis Report

Introduction:

The dataset "sales_data.csv" is about the Sales data of a company which contains the data of a year(12 months) including details of :

- Order ID
- Product Name
- Category
- City
- Order Date
- Units Sold
- Unit Price
- Total Sales

To analyze data and to find useful insights we used **Pandas** library and **Matplotlib**
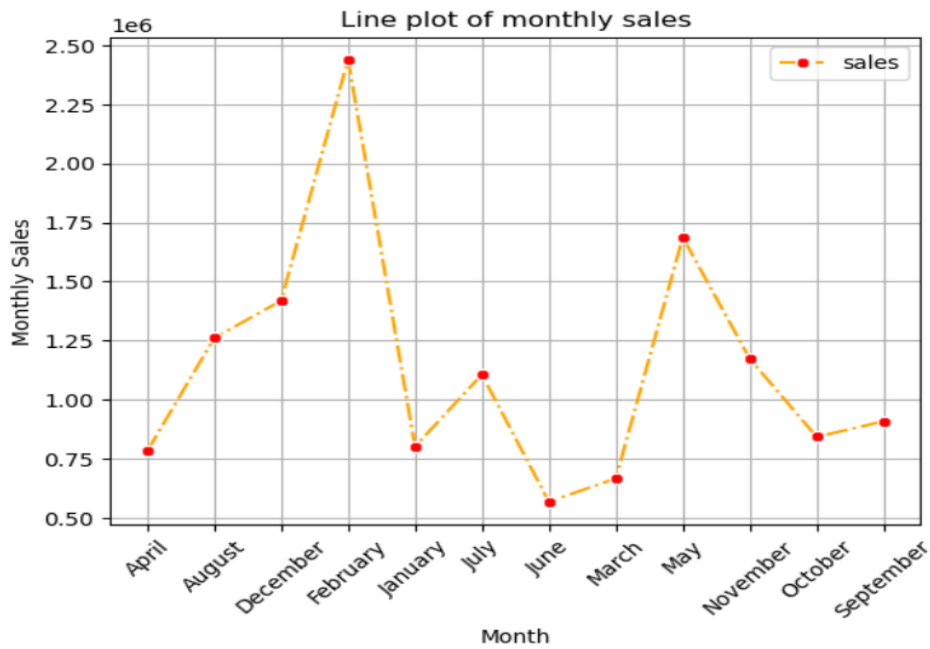
library.

Analysis & Key findings:

The analysis & key findings include the following:

- ➢ The highest sales were in **"April"** month.
- ➢ The lowest sales were in "**July , August**" month.
- ➢ The **top 3 cities** having highest sales are:
    - ○ Lahore
    - ○ Karachi
    - ○ Faisalabad
- ➢ The top product sold is **Laptop**.
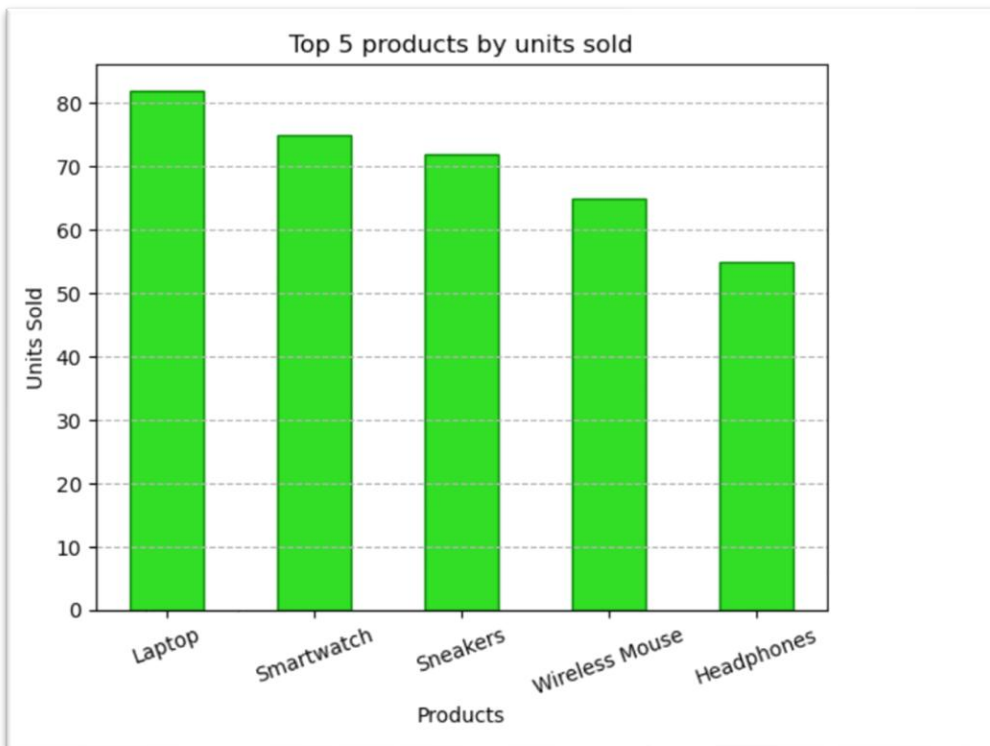- ➢ The **"Electronics"** category has top category-wise sales.

Visuals:

Line plot of monthly sales

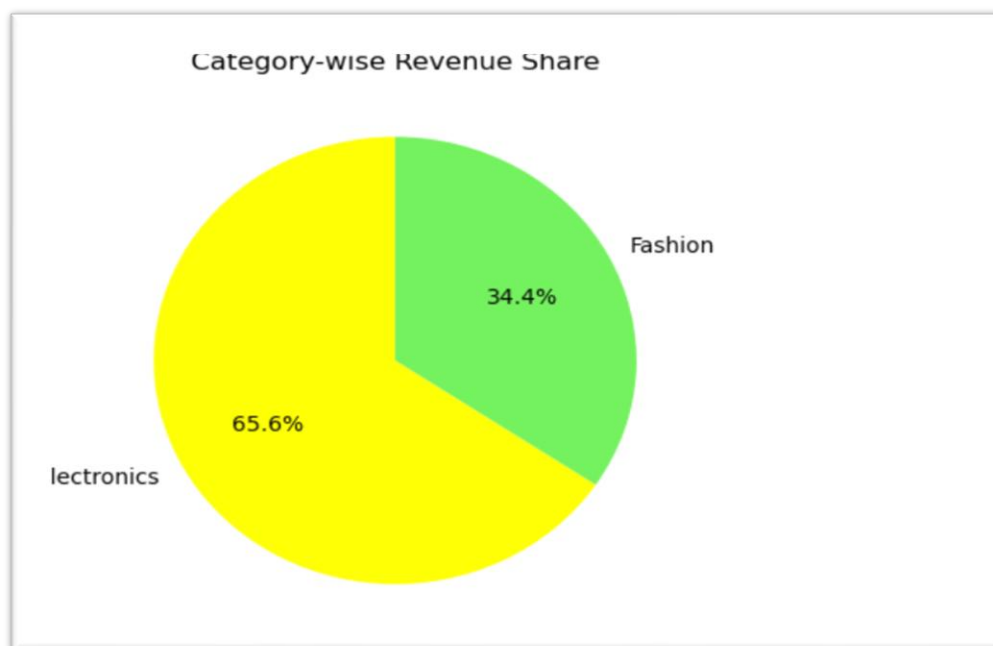*Top 5 products by monthy sales:*
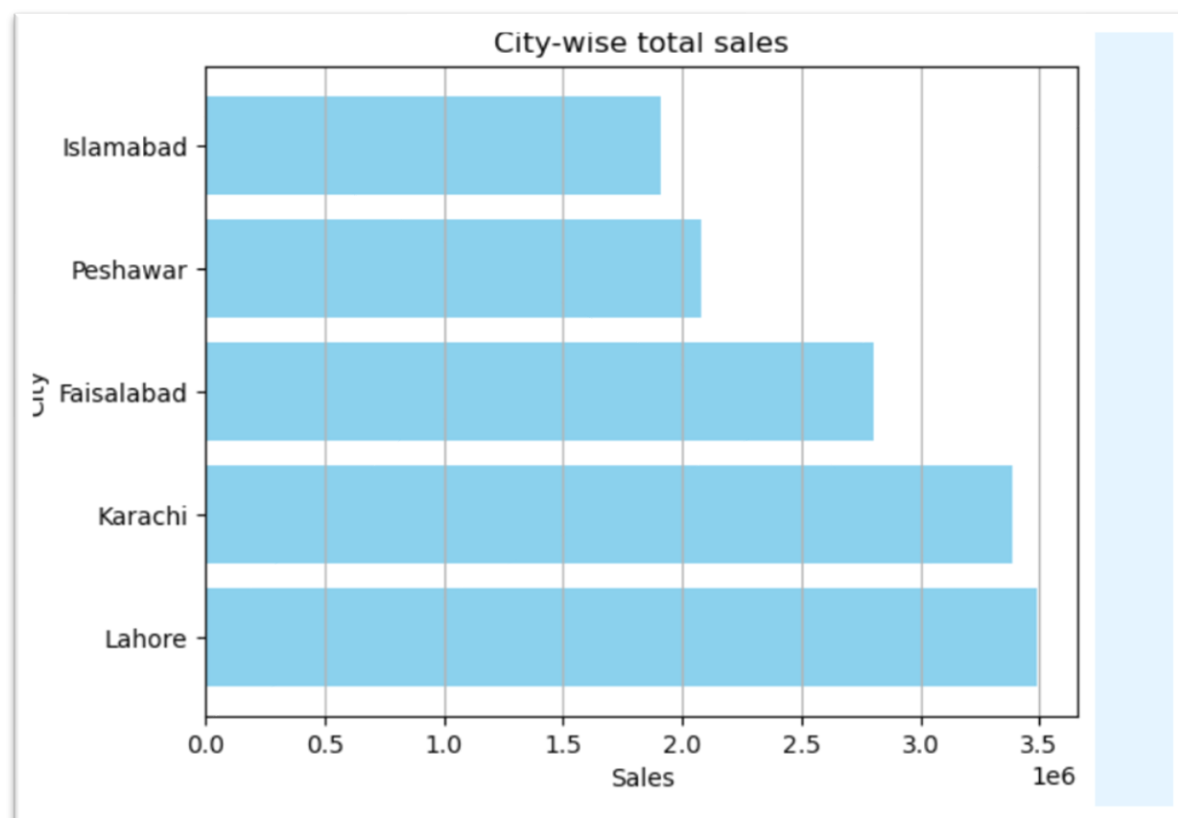
Category-wise revenue share:

City wise total sales:

Business Suggestions:

- The company should review the products of fashion category and the products with low performance should be either deal by improving quality or discontinue them.

- The company should try to build loyalty programs to retain loyal customers and to repeat purchases.

- It should invest in regions with high performance.

- It should introduce discounts, offers and bundles for:
    - Seasonal promotion
    - Sale in low performing Months

- In low performing regions it should consider following :
    - Introduce special deals
    - Pricing should be considered
    - Analyze customer feedback
    - Fix issues with customer support, service
    - Analyze the region product trends

- It should improve its marketing strategy.

- It should add variations or related products to top-performing categories.

Conclusion

The sales analysis of **Shop Trendz** provided valuable insights into product performance, seasonal trends, and regional contributions. The results highlight that **April was the strongest month for sales**, while **July and August showed weak performance**. Among products, **Laptops emerged as the best-seller**, with **Electronics leading overall category sales**. Additionally, **Lahore, Karachi, and Faisalabad** contributed the most to revenue.

To sustain growth and improve performance, ShopTrendz should focus on **strengthening customer loyalty, expanding in high-performing regions, and addressing weaknesses in underperforming categories like Fashion**. By implementing **seasonal promotions, loyalty programs, and improved customer support**, the company can increase retention, maximize revenue during low months, and build a more resilient long-term sales strategy.