



Sales Data Analysis



Key Performance Indicator

Top Selling Product is AAA Batteries, AA Batteries, and USB charging Cable. **Sales show a pattern of Fluctuation** over the year Top 3 Revenue months are December, October, and April respectively, and the Top 3 Profitable months are Dec, April, and October respectively. December appears to be the highest sales due to the holiday month (Christmas).

City-wise Sales: Sans Francisco and Los Angeles are the top 2 cities indicating that key market area of business.

Hourly wise Sales: Sale tends to peak around 12 pm and 7 pm. This could be related to lunch break and after-work break shopping.

Product Profit Analysis: LG Washing machine and LG dryer are the least 2 profitable items and USB-C charging cable and Lighting Charging Cable are the top 2 most profitable items. According to Analysis Cheaper products (like Charger, Cable, etc.) have high sales and profitability as compared to expensive products.

Sales Data Dashboard

- 1). Sales Trends over time.
 - Profitability concerning a month.
 - Sum Sales concerning a month.
- 2). Sum of quality ordered by product.
- 3). Sum of Sales by city.
- 4). Sum of Sales by hour.



Product

All

Month

All

City

All

19

Count of Product

34.29M

Sum of Price Each

34.49M

Total Revenue

