

# Sales Data Analysis Report

Period Covered: United States E-Goods Sales Dataset  
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## Executive Summary

This analysis explores sales performance, product trends, and customer behavior using e-commerce data from the United States. The findings aim to support business decisions in marketing, inventory, and regional strategy.

## Key Findings

### 1. Seasonality Drives Sales Peaks

- December consistently shows the highest total sales, driven by holiday demand.
- Notable spikes were also observed in November and June, suggesting seasonal promotions or shopping events.

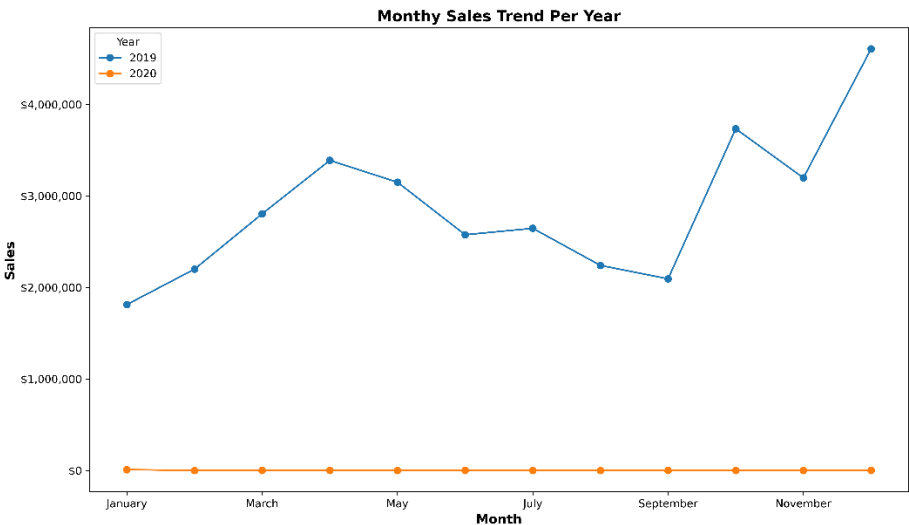


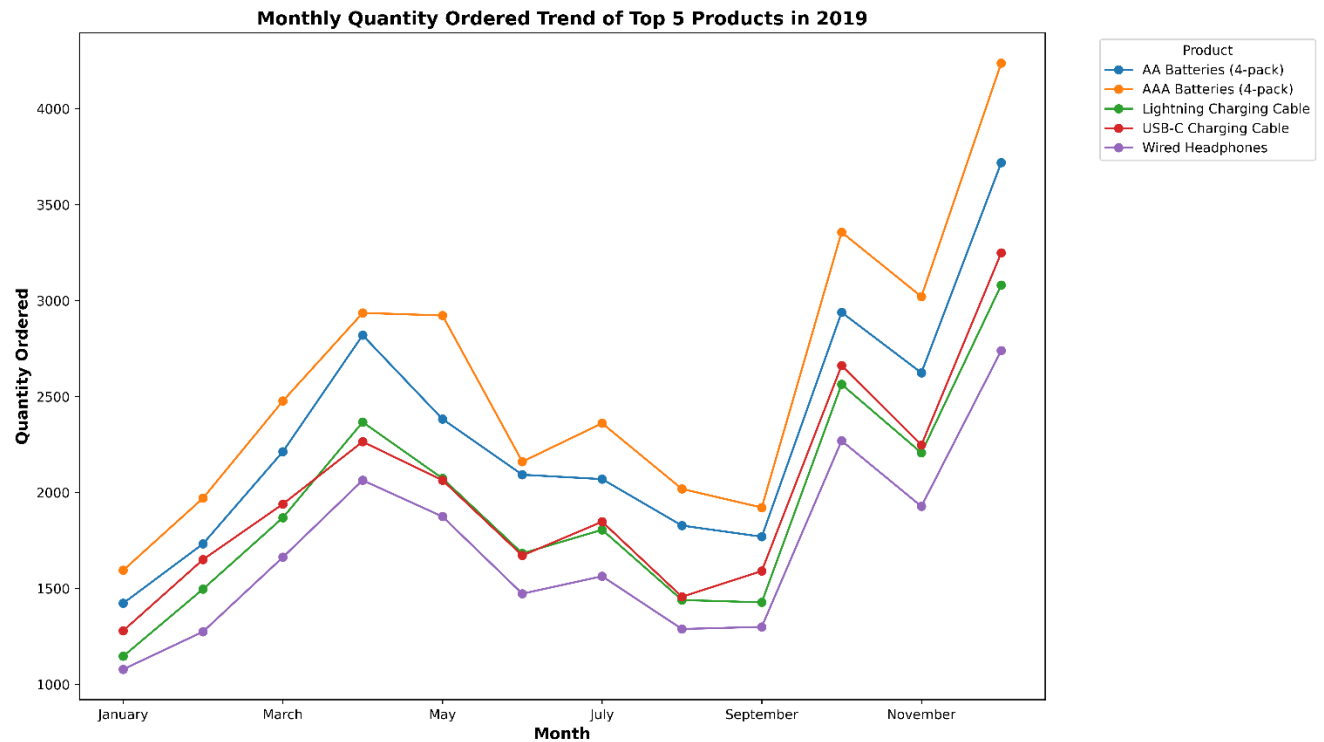
Figure 1: Total Sales by Month

### 2. Premium Products Dominate Revenue

- The MacBook Pro Laptop generated the highest total sales value across all cities.
- Other high-value items (e.g., Apple accessories) also contributed significantly to revenue despite lower volume.

### 3. Essential Accessories Drive Volume

- AAA and AA Batteries, USB-C Charging Cables, and similar low-cost accessories are the most ordered products by quantity.
- These items reflect frequent reordering and utility-focused purchases.



*Figure 2: Top Products by Monthly Quantity Ordered*

### 4. City-Level Sales Patterns

- San Francisco, Los Angeles, and New York City rank as the top-performing cities in both order volume and sales value.
- These urban markets show strong potential for localized campaigns and fulfillment optimization.

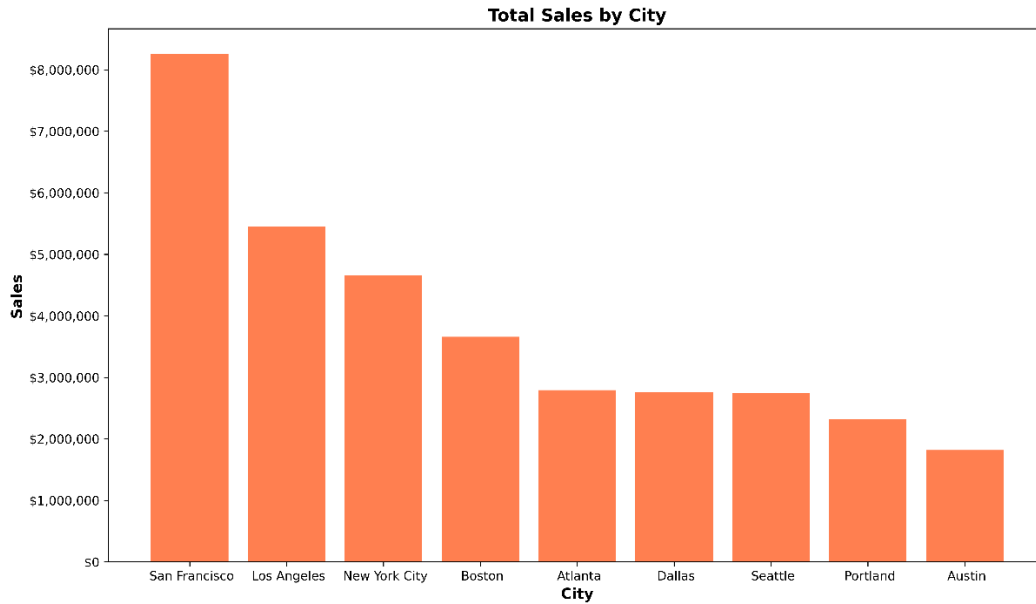


Figure 3: Total Sales by City

## 5. Day-of-Week Trends

- Tuesday records the highest order volume, followed closely by Monday and Wednesday.
- Friday shows the lowest, but overall, order volumes remain relatively steady throughout the week.

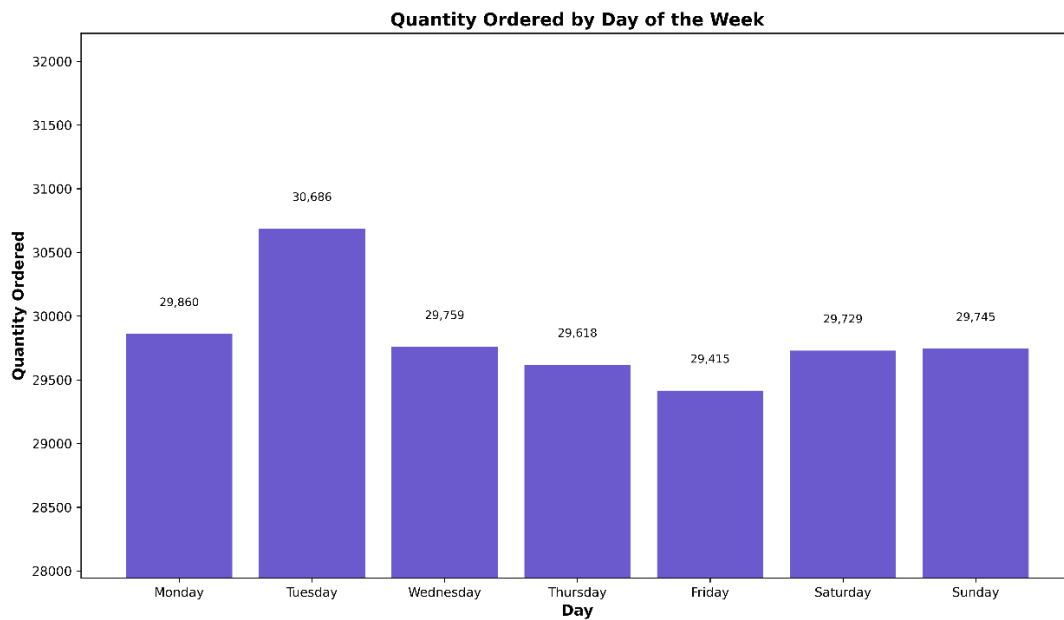


Figure 4: Total Orders by Day of the Week

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## Dashboard Overview (Power BI)

An interactive dashboard was created to visualize and explore these findings further. It includes:

- **KPIs:** Total Sales, Total Orders, Average Order Value
- **Line Chart:** Total Sales by Month
- **Filled Map:** Sales by State
- **Bar Charts (Horizontal):**
  - Top 10 Products by Sales
  - Top Cities by Sales
- **Slicers:** Filter results by Month and Quarter

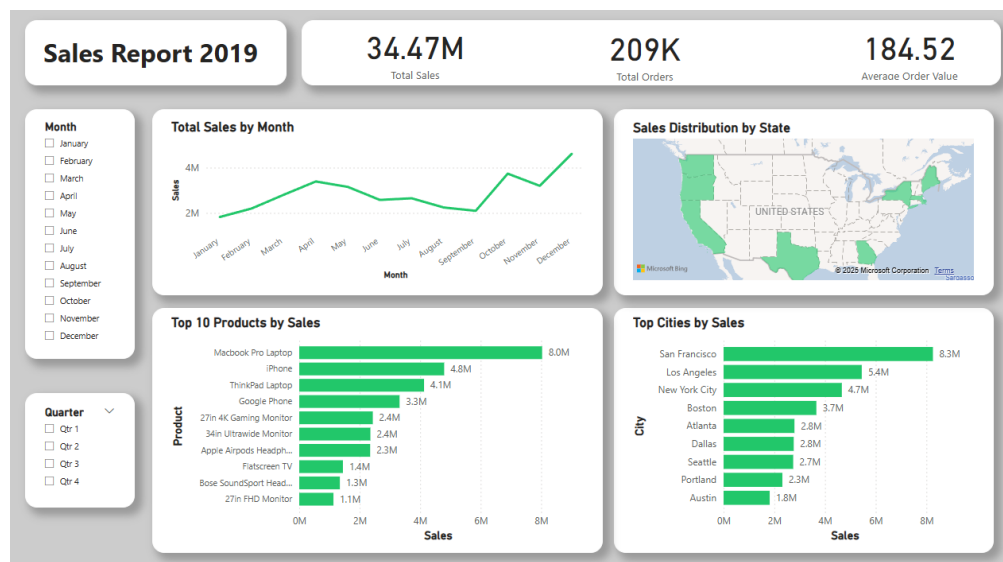


Figure 4: Power BI Dashboard Screenshot

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## Conclusion

The analysis revealed clear patterns in seasonal demand, product performance, and geographic concentration. These insights can guide:

- **Marketing:** Focus campaigns in Q4 and high-revenue cities
- **Inventory:** Prioritize fast-moving accessories and premium electronics
- **Logistics:** Optimize stock levels based on city-level sales patterns

Further analysis could incorporate customer segmentation or delivery lead times.