

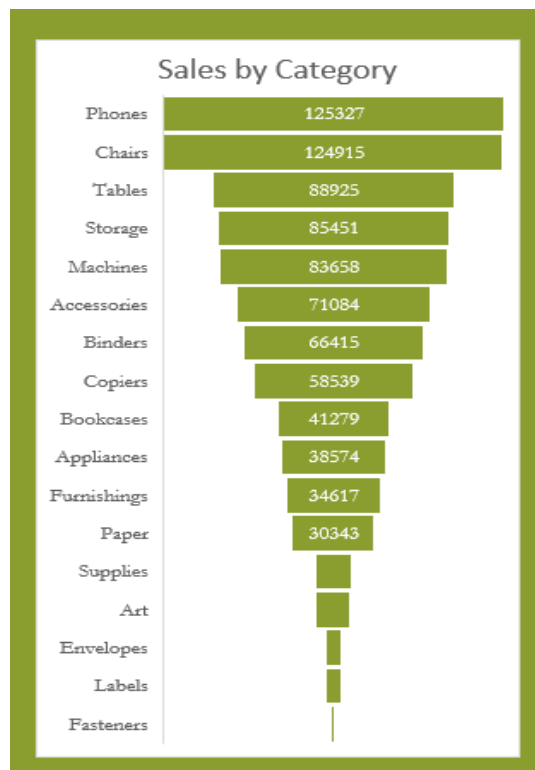
Customer Sales Analysis

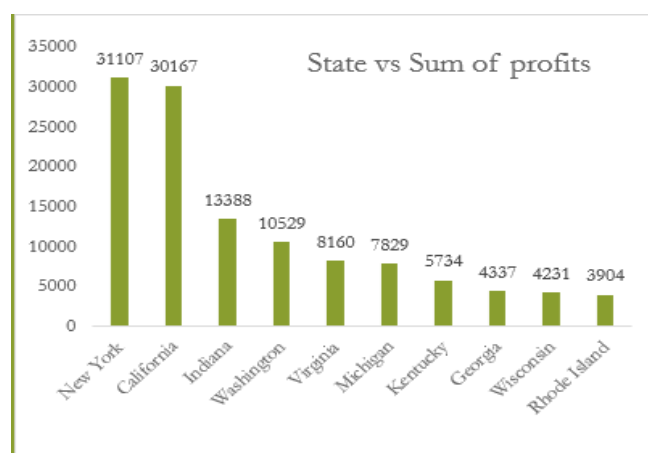
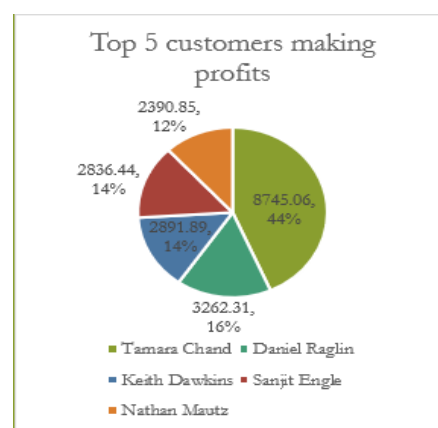
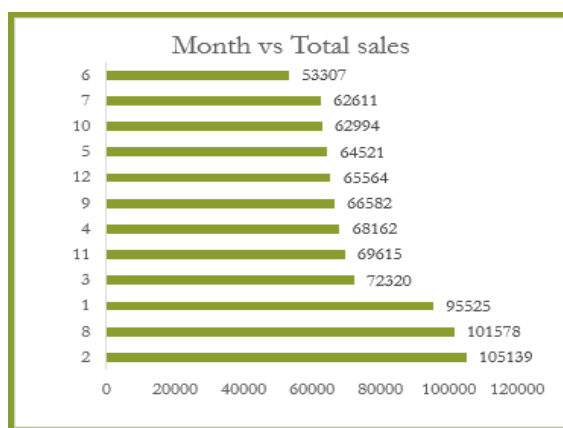
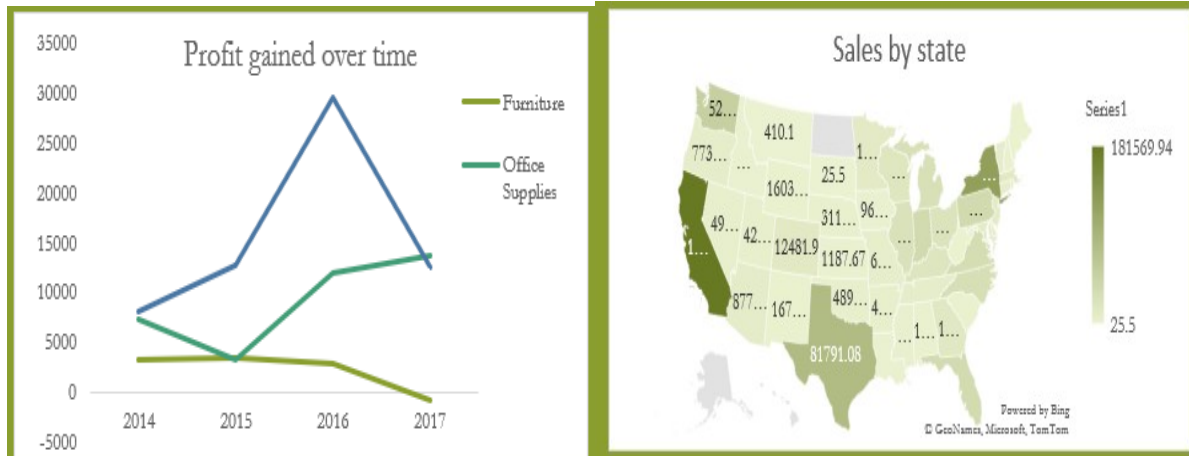
Analyzed the Customer Sales Data in Excel with the help of Pivot tables and also used various charts to find insights from the dataset. The data set consists of Customer sales data in US Region from year 2014 to 2017 in the Furniture, Office Supplies and Technology category.

Steps involved: -

1. Cleaned the data set by looking at the rows and columns with missing values, identified the duplicates, also identified the columns that are necessary for visualization.
2. Analyzed the dataset.
3. Visualized the data using various charts present in Excel.

Charts: -





Insights from the above visualizations:

1. Sales are high for phones, and they belong to the Technology category.
2. The top 3 months where the sales are higher are Jan, Feb, Aug.
3. The top 5 customers making profits are Tamara Chand, Daniel Raglin, Keith Dawkins, Sanjit Engle, Nathan Mautz.
4. The states with the highest profits are New York and California.

Recommendations:

1. Expand the Technology category with new phone models or accessories.
2. Target marketing and promotions in peak months (Jan, Feb, Aug).
3. Concentrate marketing efforts in high-profit states like New York and California.

Thank you!