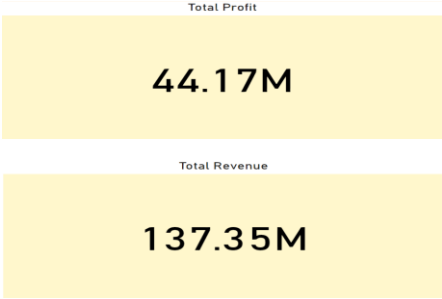
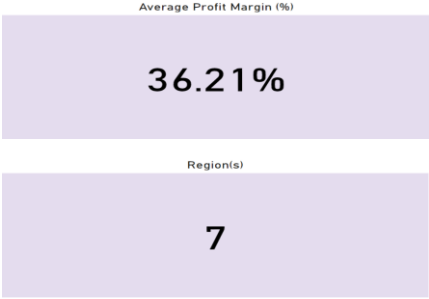
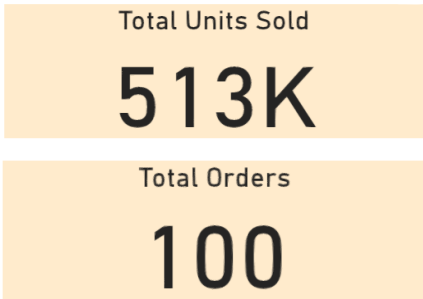


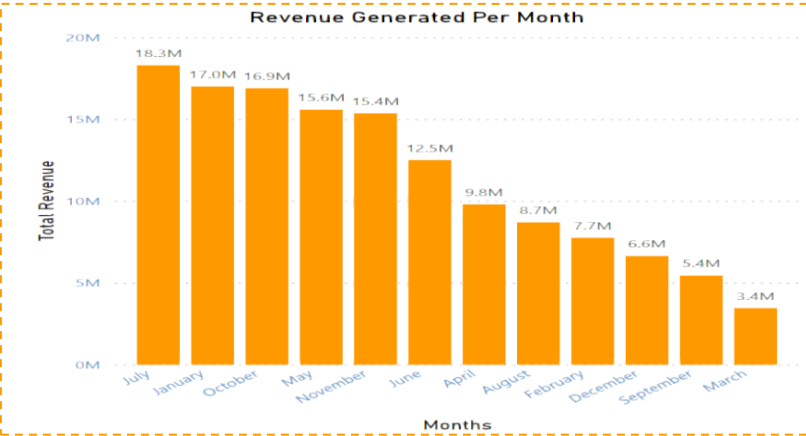
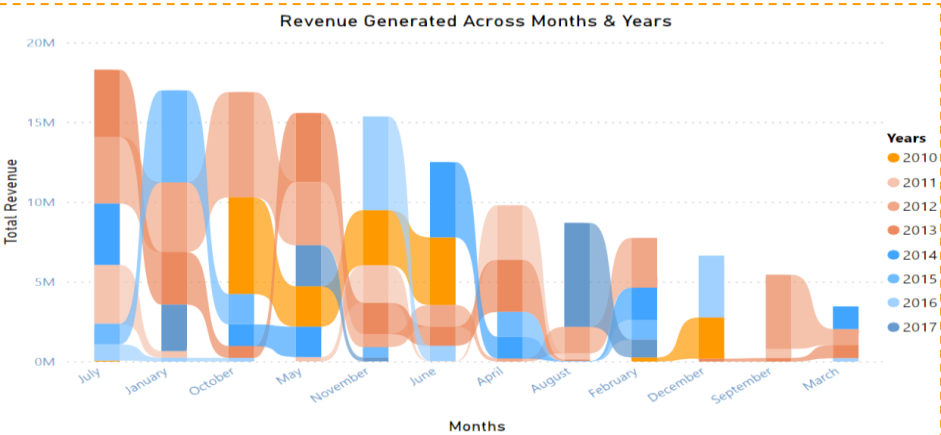
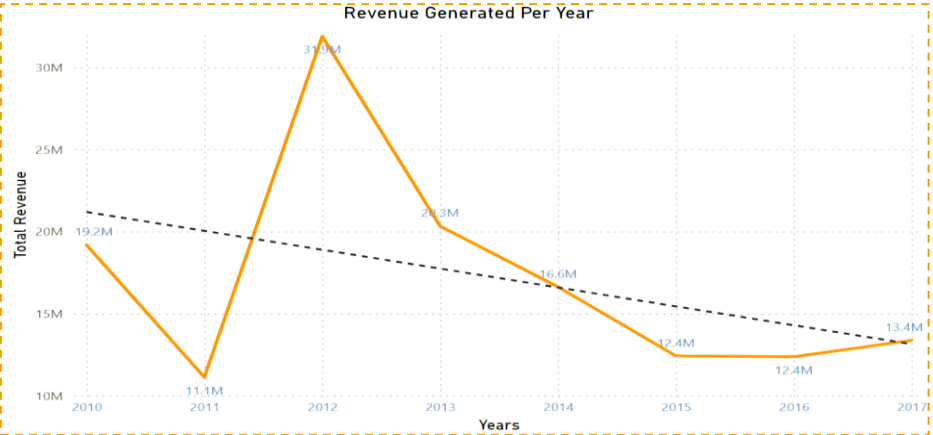


# Sales Analysis Report

This Sales Data Analysis Report addresses the growing importance of sales management in a competitive marketplace where efficient distribution is essential for cost reduction and profit maximization. To provide actionable insights, I conducted an Extract-Transform-Load (ETL) process on an Amazon dataset. The analysis focused on revealing sales trends through the following lenses: **Sales Trend:** **Month Wise**, **Year Wise**, and **Both Together**. Additionally, I identified key sales metrics and explored meaningful relationships between various attributes. This analysis aimed to provide a clear understanding of peak sales periods, long and short-term performance trends, and the key factors influencing sales outcomes. The ultimate goal was to derive data-driven recommendations to enhance sales strategies and optimize resource allocation.



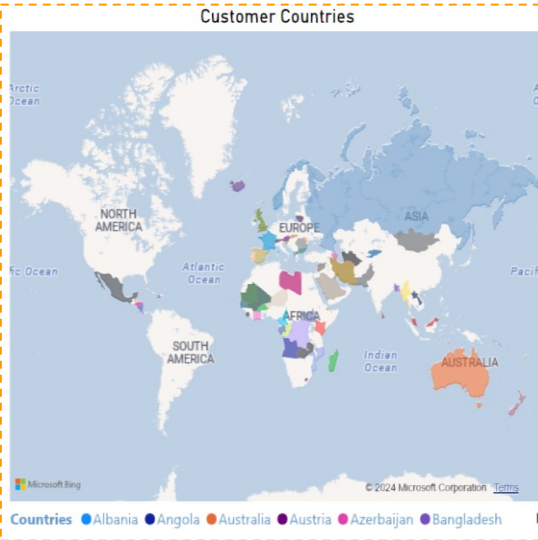
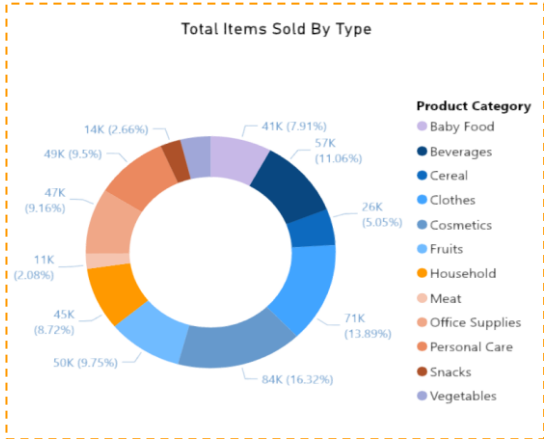
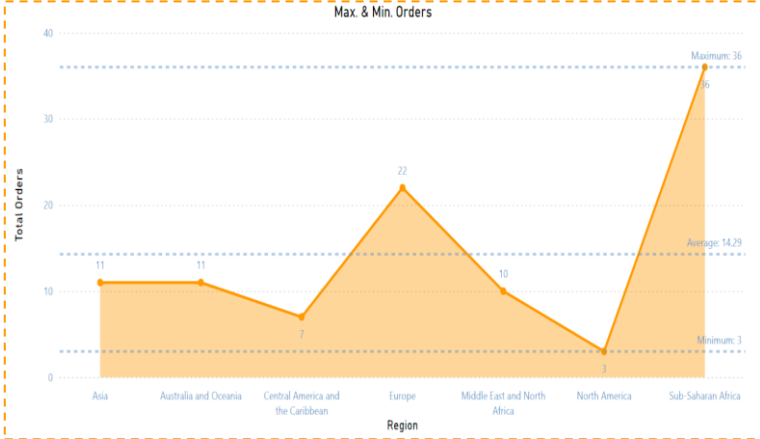
Between **2010** and **2017**, **513K** units were sold across **100** orders, indicating an average order size of roughly **5,130** units, spanning **7** regions. This generated a total revenue of **\$137.35M** and a total profit of **\$44.17M**, with an average profit margin of **36.21%**.



**Sales Trends (Month Wise, Year Wise, and Year-Month Wise)** are visible in the accompanying visuals. Here are key points to note:

- Revenue:**
  - Peak:** Highest total revenue (**\$31.90M**) achieved in **2012**.
  - Lowest:** Lowest total revenue (**\$11.13M**) occurred in **2011**.
  - Average:** Average total revenue across the 8 years was **\$17.16M**.
- Profit Margin (2010-2017):**
  - Trend:** Average profit margin decreased by **6.21%** over this period.
  - Peak:** Highest profit margin (**41.94%**) recorded in **2010**.
  - Lowest:** Lowest profit margin (**33.30%**) occurred in **2011**.
  - Distribution:** Average profit margin distribution across the years was **4.5%**.

**Cosmetics** was the top-selling product category with **84,000** units sold, while **Meat** was the least popular with only **11,000** units. For regional order distribution, **Sub-Saharan Africa** had the maximum (**36 orders**) and **North America** the minimum (**3 orders**). Please refer to the visual for details on other regions.



## Key Insights:

- Critical Review:** A focused analysis of **2011** and **2012**, utilizing the provided PowerBI dashboard, is essential. Understanding the factors influencing the significant revenue fluctuation between these years will reveal key performance drivers.
- Strategic Applications:** Insights gained from this analysis can be leveraged to:
  - Boost Sales:** Refine **sales** strategies and enhance the effectiveness of marketing efforts.
  - Enhance Targeting:** Uncover location-specific trends to optimize marketing resource allocation.
  - Risk Mitigation:** **Develop** proactive strategies to minimize future revenue decline risks similar to 2011.