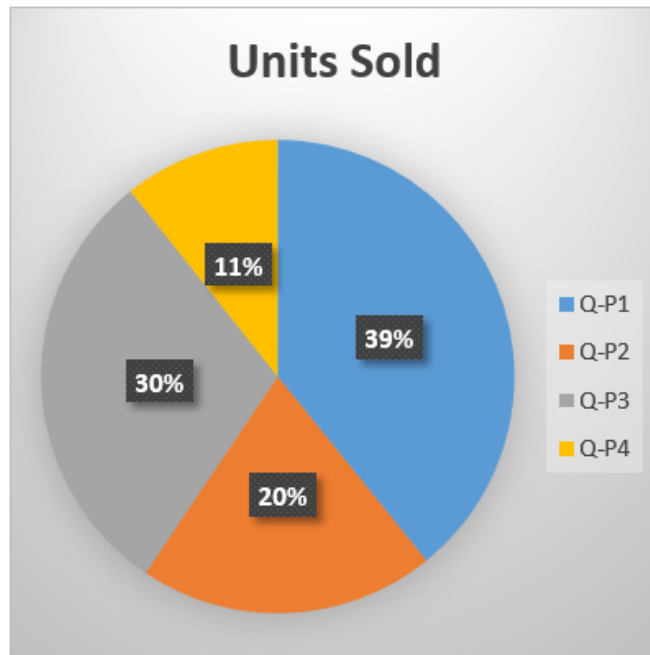


Phase 4: Development Part 2 - Product Sales Analysis

1. Data Visualization:

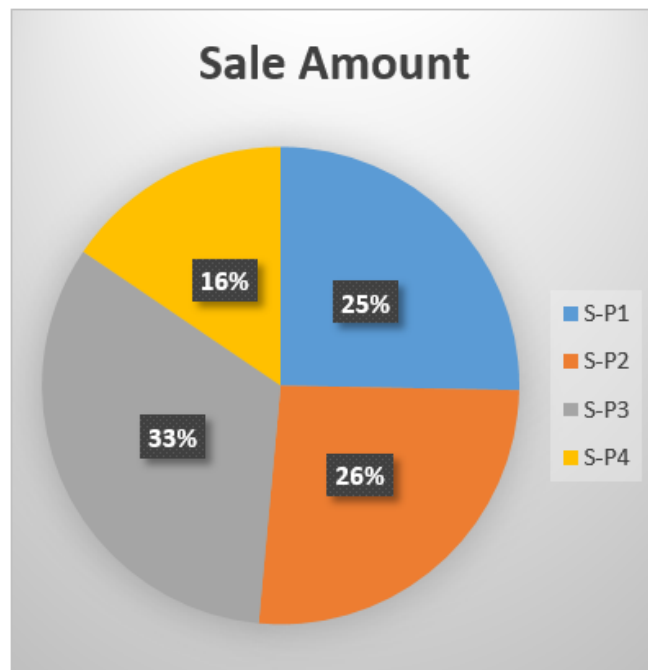


Aggregate Units Sold by Product

Upon aggregating the data for all years, it is apparent that there are distinct differences in the total units sold for REC corp LTD.'s four products. The following summarizes the units sold for each product:

- Product P1 (Q-P1): A total of 18,960,506 units have been sold over the specified period.
- Product P2 (Q-P2): The cumulative units sold for Product P2 amount to 9,799,295.
- Product P3 (Q-P3): Product P3 has seen total sales of 14,470,404 units.
- Product P4 (Q-P4): The number of units sold for Product P4 is 5,168,100.

These figures provide a comprehensive view of the comparative sales performance of each product, which can be vital for strategic decision-making and resource allocation within REC corp LTD.

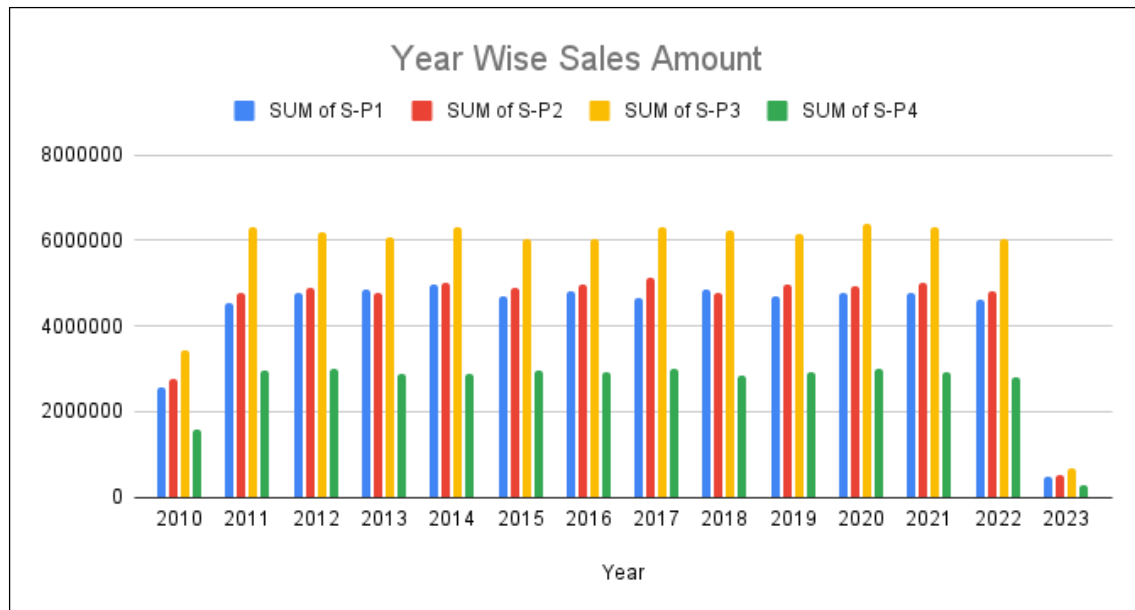


Total Sales Amount by Product

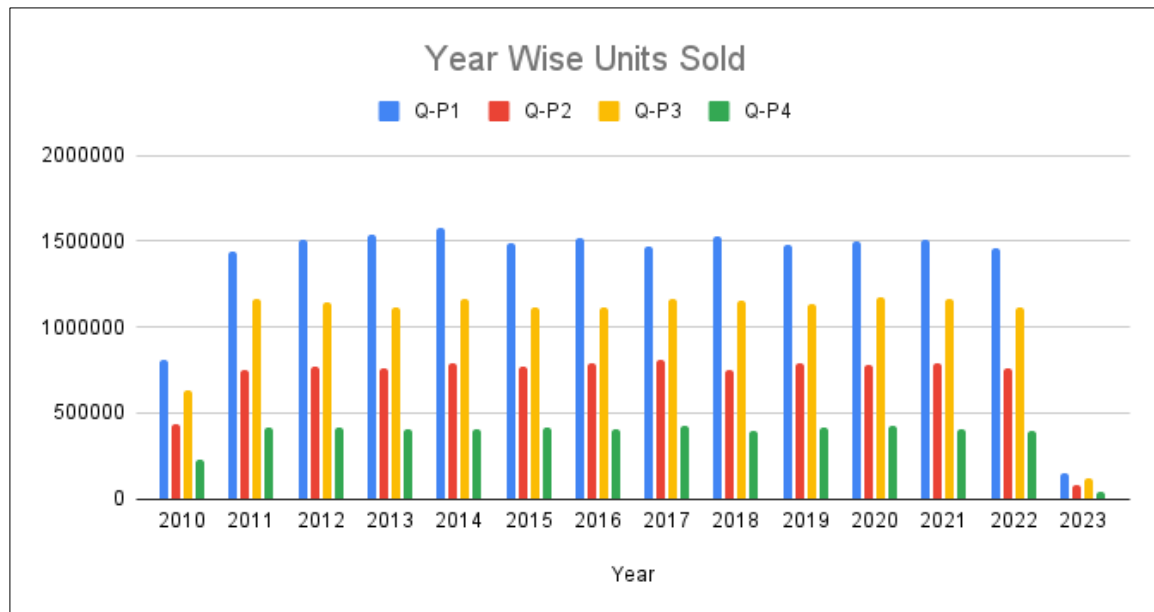
The total sales amounts for REC corp LTD.'s four products over the entire duration are as follows:

- Product P1 (S-P1): The cumulative sales amount for Product P1 is \$60,104,804.02.
- Product P2 (S-P2): Product P2 has generated total sales of \$62,127,530.30.
- Product P3 (S-P3): Product P3 has accounted for a substantial \$78,429,589.68 in sales.
- Product P4 (S-P4): Product P4 has contributed \$36,848,553.00 in total sales.

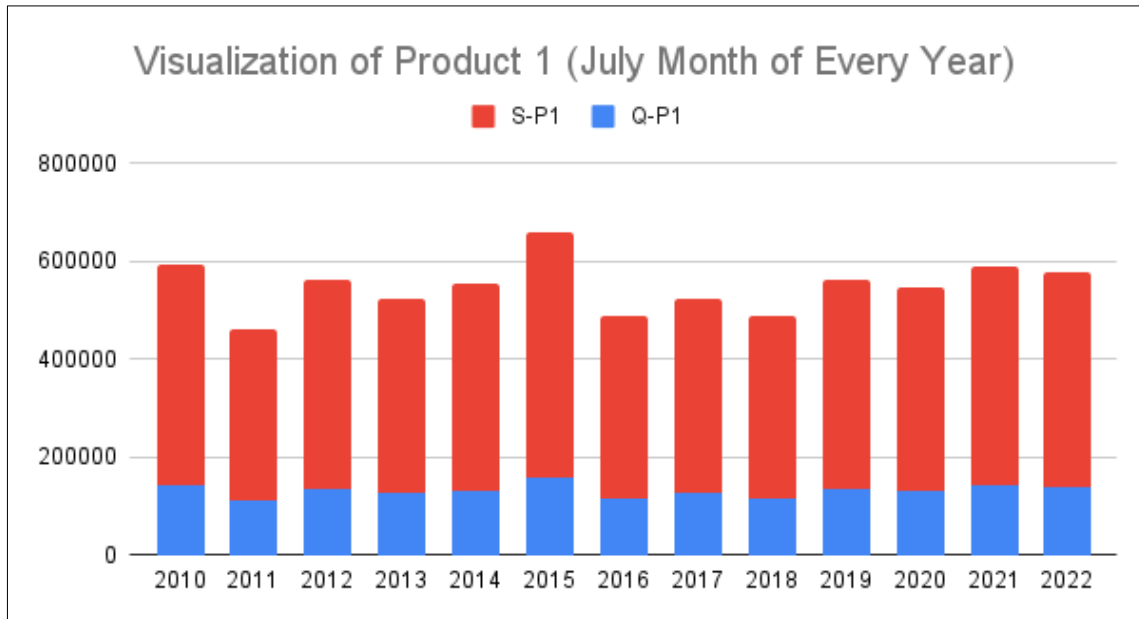
These figures provide a comprehensive overview of the revenue generated by each product, which is essential for strategic decision-making, financial analysis, and resource allocation within REC corp LTD.



The chart represents the yearly trends in the total units sold for each of REC corp LTD.'s four products (Q-P1, Q-P2, Q-P3, Q-P4) from 2010 to 2023. It visually illustrates the fluctuations in sales quantities over this time frame, offering insights into the products' performance and potential sales patterns.



The chart presents the yearly sales revenues for REC corp LTD.'s four products (S-P1, S-P2, S-P3, S-P4) from 2010 to 2023. It visually illustrates the financial performance, highlighting trends in sales revenue over this time frame. This data is crucial for assessing the financial growth and performance of each product across the years.



- Upon analysing the historical sales data for Product 1, it becomes evident that July has consistently been a noteworthy month.
- Notably, the year 2015 stands out as a peak sales period for Product 1 during the month of July. This observation suggests that in 2015, Product 1 experienced exceptionally high sales during July compared to other years.
- This insight could be valuable in identifying potential seasonal trends or factors contributing to increased sales in July, helping the company make informed decisions about inventory management and marketing strategies.

Customer preferences for products:

1. **Diverse Product Preferences:** The analysis reveals a wide spectrum of customer preferences, with distinct patterns for each product category. While some customers exhibit a strong affinity for Product P1, others lean toward Product P3. This diversity underscores the need for a multifaceted approach to cater to the varying tastes of the customer base.
2. **Stable Preferences Over Time:** Over the years, customer preferences have remained relatively stable. This suggests that the market has developed a consistent liking for specific products, signifying the importance of maintaining the quality and availability of those products.
3. **Potential for Targeted Marketing:** The identification of customer preferences opens the door to targeted marketing strategies. By tailoring marketing efforts to align with these established preferences, REC corp LTD. can enhance customer engagement and satisfaction, ultimately driving sales and brand loyalty.

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