

The background is a solid green color. In the four corners, there are decorative white line art elements resembling electronic circuit boards or neural network connections. These lines are thin and connect to small white circles at various points.

SALES AND PROFIT ANALYSIS OF WESTERN COUNTRIES – CAPSTONE PROJECT BY BASAVARAJ

INDEX

SL No.	Topic	Page No
1	Project Overview	3
2	Dataset Overview	4
3	Insights into the Data Set	6
4	Conclusion	13

SUMMARY

- Project Title: Sales Performance Analysis
- Project Goal: To analyze sales data across multiple dimensions in order to gain insights into the company's sales performance.
- Data: The data for this project is a set of Excel spreadsheets that contain sales data for a company. The data includes information on the following variables: segment, country, product, discount band, units sold, manufacturing price, sale price, gross sales, discounts, sales, COGS, month, year and profit.
- Research Questions: The project will focus on the following research questions:
 - What is the average profit per month?
 - Which countries are the most profitable for the company?
 - Which products are the most popular with customers?
 - Does offering discounts actually increase sales?
- Methods: The project will use a variety of methods to analyze the data, including descriptive statistics, visualizations, and hypothesis testing.
- Expected Outcomes: The project is expected to provide valuable insights into the company's sales performance. The findings of the project could be used to improve sales strategies, identify new market opportunities, and make better business decisions.

DATASET OVERVIEW

- The data set provided is in Excel Spreadsheet and it contains 700 rows and 16 columns.
- Data Fields:-

Segments:- There are 5 segments i.e Channel Partners, Enterprise, Government, Mid Market and Small Business.

Country :- There are 5 countries namely Canada, France, Germany, Mexico and United States of America.

Products :- There are 5 products which are manufactured and sold, namely Amarilla, Carretera, Montana, Paseo and VTT

- Discount Band :- there are 4 types of discounts which are availed by customers during the purchase of the product, namely High, Low, Medium and None.
- Month and Year :- sales data given in the dataset was for 16 months out which 4 lies in the year 2013 and remaining 12 months in the year 2014.

The data will be used to analyze sales performance across multiple dimensions. The findings of the analysis will be used to improve sales strategies, identify new market opportunities, and make better business decisions.

INSIGHTS ON THE DATASET

- The products sold by different segments include Montana, Paseo, Velo, VTT, Amarilla, and Carretera.
- The countries where sales were made include Canada, Germany, the United States of America, Mexico, and France.
- The data includes sales made with no discount as well as with a low discount band.

ON THE BASIS OF SEGMENT

- The segment with the highest sales and profit is Government, with a total sales of \$ 5,25,04,260.67 and a total profit of \$ 1,13,88,173.17 .
- The segment with the lowest sales is Channel Partners and loss is Enterprise, with a total sales of \$18,00,593.64 and a total loss of \$6,14,545.63 .
- The average sales across all segments is \$ 2,37,45,270.05 and the average profit is \$33,78,740.45 .

ON THE BASIS OF COUNTRY

- The country with the highest sales and profit is Germany, with a total sales of \$76,516.00 and a total profit of \$51,259.00.
- The country with the lowest sales and profit is Mexico, with a total sales of \$8,280.00 and a total profit of \$6,044.40.
- The average sales across all countries is \$50,306.40 and the average profit is \$36,582.74.

ON THE BASIS OF SALES AND PROFIT TO MONTH

- The highest sales and profit were recorded in September 2014, with a total sales of \$64,932.00 and a total profit of \$48,194.28.
- The lowest sales and profit were recorded in July 2014, with a total sales of \$4,404.00 and a total profit of \$3,303.00.
- The product with the highest sales and profit is Paseo, with a total sales of \$64,860.00 and a total profit of \$49,143.60.
- The product with the lowest sales and profit is Carretera, with a total sales of \$15,540.00 and a total profit of \$11,344.20.

- The country with the highest sales and profit is Germany, with a total sales of \$76,516.00 and a total profit of \$51,259.00.
- The country with the lowest sales and profit is Mexico, with a total sales of \$8,280.00 and a total profit of \$6,044.40.
- The average sales across all countries and segments is \$50,306.40 and the average profit is \$36,582.74.
- The total sales across all countries and segments is \$251,532.00 and the total profit is \$182,913.68.

ON THE BASIS OF MANUFACTURING COST

- The product with the highest manufacturing cost is Amarilla, with a manufacturing cost of \$260.00 per unit.
- The product with the lowest manufacturing cost is Carretera, with a manufacturing cost of \$3.00 per unit.
- The product with the highest difference between manufacturing cost and sale price is Amarilla, with a difference of \$257.00 per unit.
- The product with the lowest difference between manufacturing cost and sale price is Carretera, with a difference of \$9.00 per unit.

ON THE BASIS OF DISCOUNT BANDS

- The discount band with the highest discount is Paseo, with a total discount of \$15,46,451.97.
- The discount band with the lowest discount is Velo, with a total discounts of \$96,346.02 .
- The discount band with the medium discount is Paseo, with a total discounts of \$7,67,632.27 .
- The average discounts across all products is \$ 15,34,208.04.

CONCLUSION

From the above data we can conclude on the followings:-

- Focus on expanding sales in Germany as it has the highest sales and profit.
- Consider promoting the Paseo product as it has the highest sales and profit.
- Consider offering discounts to increase sales and attract new customers.
- Analyze the factors that contribute to the success of sales in Germany and apply them to other countries to increase sales and profit.

Focus on expanding sales in Germany, as it has the highest sales and profit among all countries. This could involve increasing marketing efforts in Germany or expanding the product line to appeal to a wider range of customers.

Another suggestion is to consider promoting the Paseo product more heavily, as it has the highest sales and profit among all products. This could involve targeted advertising campaigns or offering special promotions to increase sales of this product.

Additionally, it may be beneficial to consider offering discounts to customers in order to increase sales and attract new customers. Discounts can be an effective way to incentivize customers to make purchases and can help to increase overall sales and profit.

Finally, it may be helpful to analyze the factors that have contributed to the success of sales in Germany and apply these same strategies to other countries in order to increase sales and profit. This could involve conducting market research to better understand customer preferences and tailoring marketing efforts accordingly.

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THANK YOU