Budget sales Analysis

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Introduction

Ladies and gentlemen, esteemed colleagues, and stakeholders, today marks a pivotal moment as we delve into the comprehensive analysis of our sales budget data. In this presentation, we will embark on a journey to dissect the intricate layers of our sales projections, revealing insights that will not only illuminate our past performance but also pave the way for strategic decisions that will shape our future success. The sales budget serves as the bedrock of our financial planning, offering a roadmap that guides our actions and aspirations. Through meticulous examination and thoughtful interpretation, we aim to uncover trends, identify opportunities, and address challenges that lie ahead. Our collective understanding of this data will empower us to optimize resource allocation, enhance operational efficiency, and ultimately drive sustainable growth. So, let us embark on this journey together, armed with data-driven insights that will propel us towards our organizational objectives.

Details about the Data.

- From Customer's Data:

1. Customer Key – The unique number assigned to the customers
2. First Name – Their First name
3. Last Name – Their Last name
4. Full Name – First name + Last Name
5. Birth Date – Their Date of Birth(YYYY/MM/DD)
6. Marital Status – If they are Single or Married (S/M)
7. Gender – Their Gender(Male/Female)

8. Yearly Income – How much Money they earn per annum

9. Total Children – Number of Children they have

10. Number of Children at Home – Number of Children stays at Home

11. Education – Their Educational qualification

12. Occupation – Their Profession based on experience

13. House Flag – They own a house or not(0/1)

14. Number of Cars Owned – Total number of card they have.

15. Address Line 1 – Their Address

16. Date First Purchase – The first date on which they purchased

17. Commute Distance – Distance between their residence and shop

- From Product's Data:

1. Product Key – Unique Product identity
2. Product name – Name of the sold product
3. Sub Category – Lower Hierarchy of Category
4. Category – Category or group of which the product belongs to
5. Standard Cost – Their manufacturer cost
6. Color – Color of Product
7. List Price – Selling pricing
8. Days To Manufacture – Number of days taken to manufacture the product

- From Sale's Data:
1. Product Key – The unique product identity
2. Order date – Date of Order of product
3. Ship date – Date of Dispatchment
4. Customer key – Unique customer identity
5. Promotion key – Unique promotion ranking
6. Sales Territory Key – Unique identity of Sales territory
7. Sales order number – Unique number assigned to the order
8. Sales order line number – Line of Order
9. Order quantity – Number of units orders
10. Unit Price – Price of one unit of product
11. Standard Cost – Manufacture cost
12. List price – Selling price

Main KPIs

- Customer's Marital Status
- Customer's Gender
- Customer's Yearly income
- Total Children they have and total children stays at home
- Their educational qualification
- Their Profession
- Their House ownership status
- Their Car Ownership status
- Category ,Sub-Category and Name of Product

- Cost of Manufacturing the product
- Color of Product
- Selling price of Product
- Days Taken to Manufacture
- Date of order of product
- Date of Shipment of Product
- Units of Product Order
- Units price and selling price

Mockup Dashboard

Gender
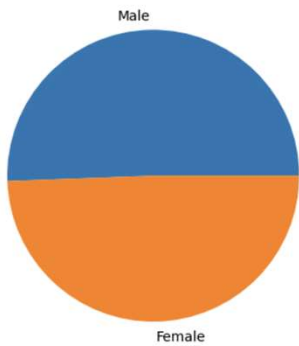
Approximately 50% of the customers are Male and 50% are Female.

Number of Cars Owned by the Customers
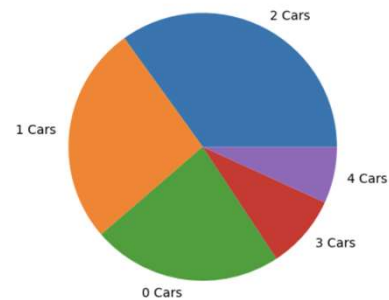
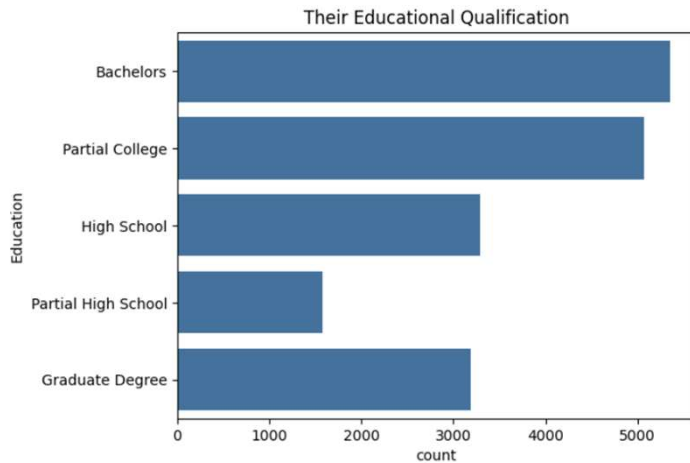Majority of them owns 2 cars.
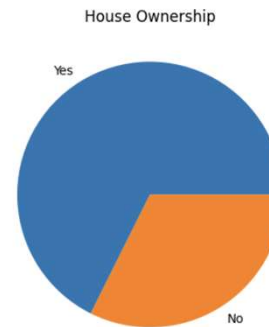
Marital Status
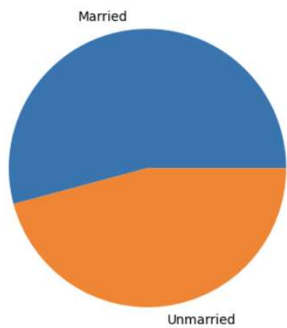
More than 50% of them are Married.

Number of Childrens stays at home
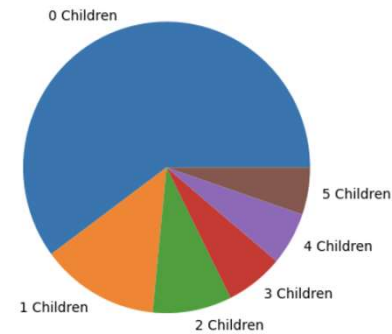
Majority of them have no child stays at home.

Their Educational Qualification
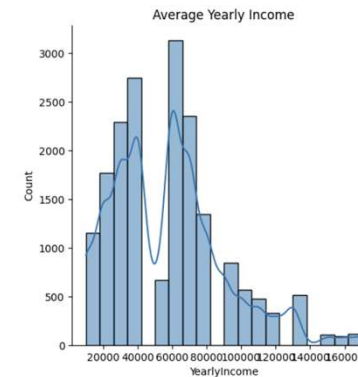
Maximum of the customers are bachelor in qualification

House Ownership

Majority of them have their own house.

Occupaton they have
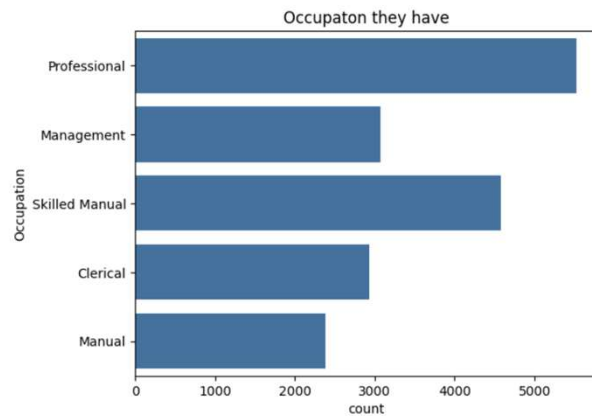
Majority of them are professional

Average Yearly Income

On an average their salary falls between 60K to 80K

Number of Childrens they have
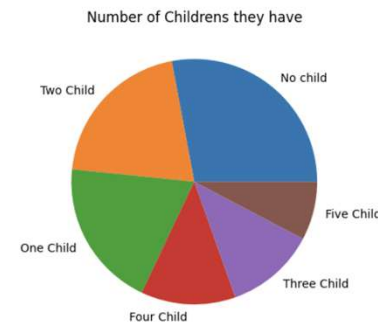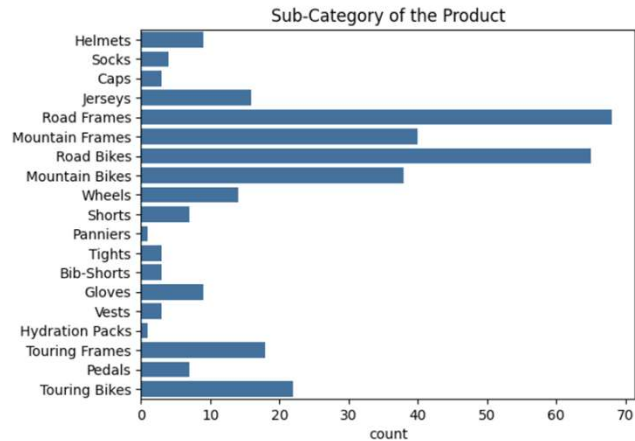
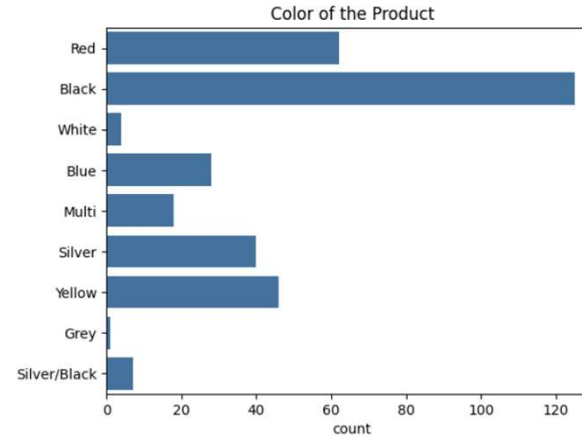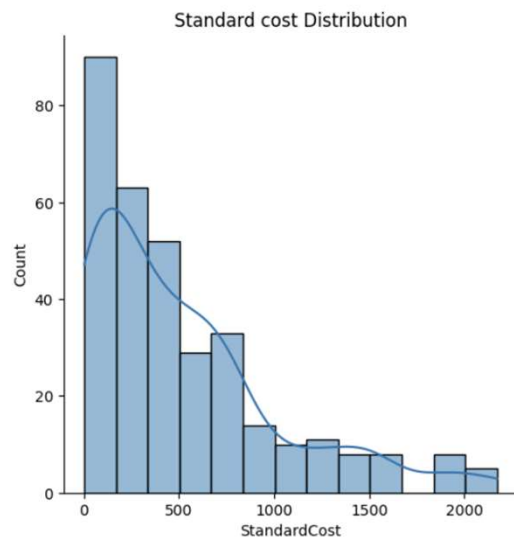Majority of them do not have child and few of them have five child.
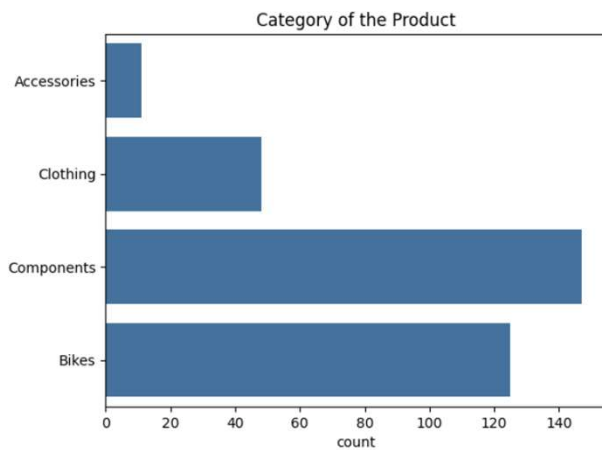
Most Sales were of Components.
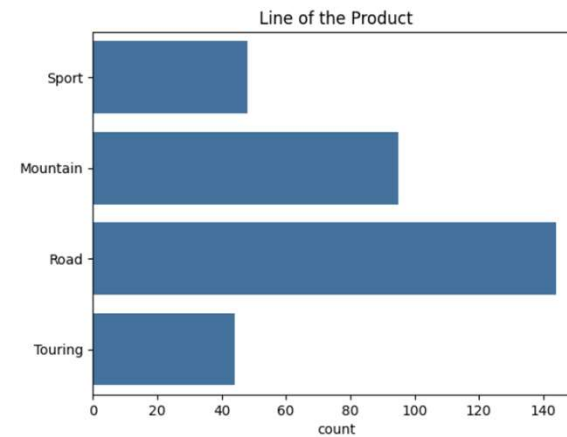
Majority of them are related to Road line.

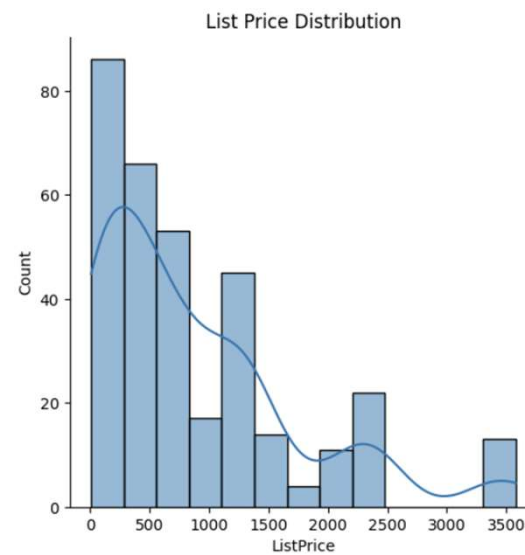Most of them were road frames.

Most sold color is Black in all of them.

Standard cost Distribution

On an average the standard cost is from 0 to 500.

List Price Distribution

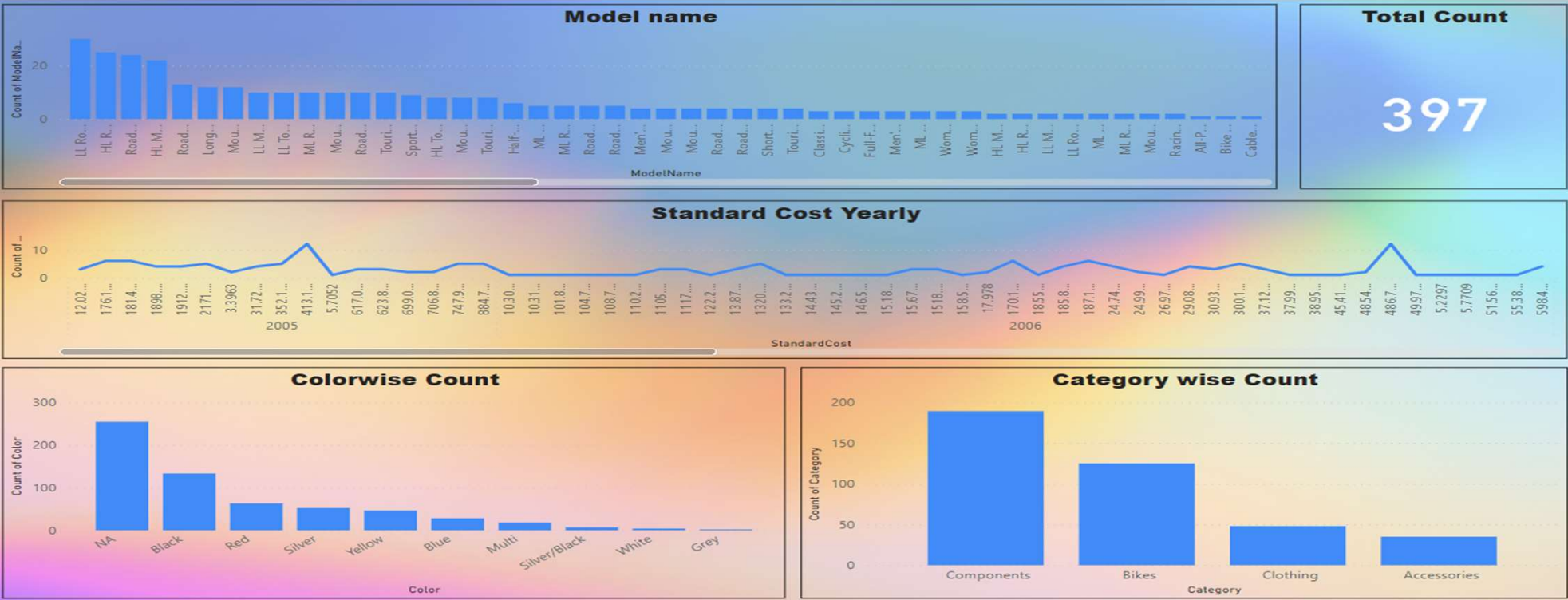On an average the List cost is from 0 to 550.

Order Quantity

1 Unit

4 Units

2 Units
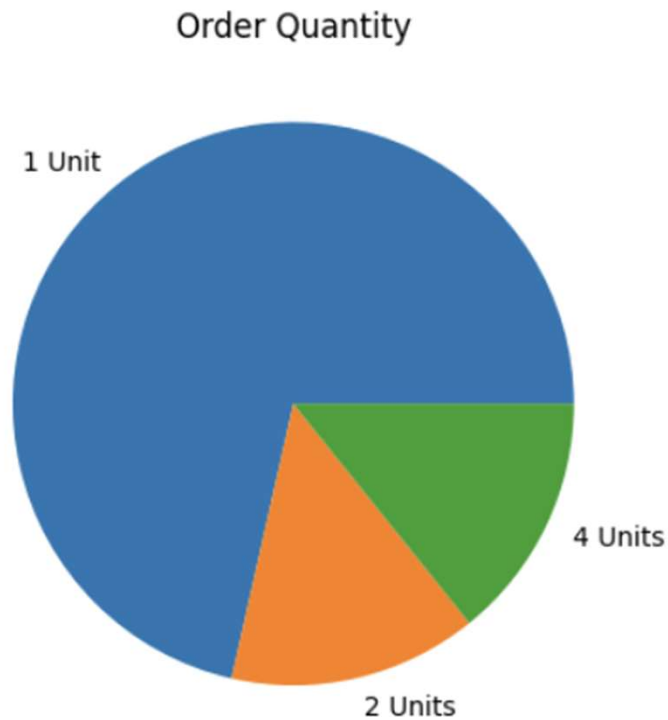
Majority of the customers orders only 1 unit of the product overall.

My Design

Customers Dashboard

Product Dashboard

Model name
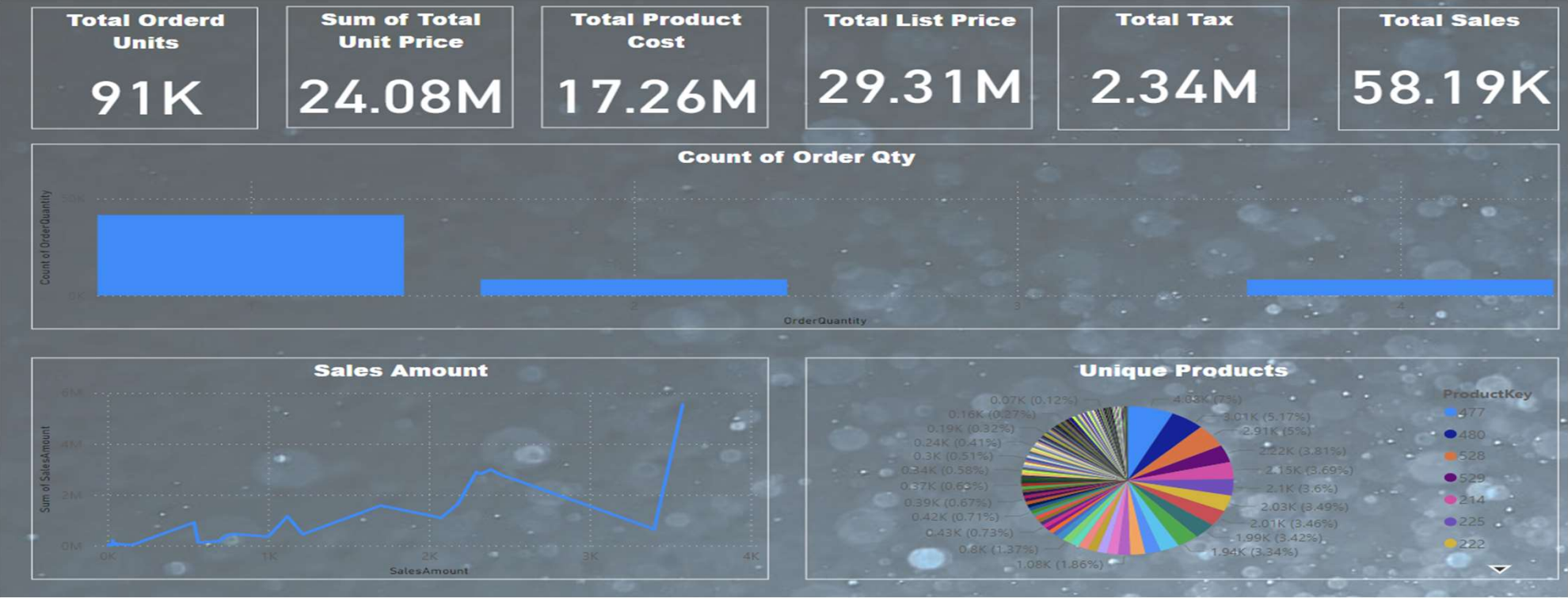
Total Count

397

Standard Cost Yearly

Colorwise Count

Category wise Count

Sales Dashboard

Total Orderd Units	Sum of Total Unit Price	Total Product Cost	Total List Price	Total Tax	Total Sales
91K	24.08M	17.26M	29.31M	2.34M	58.19K

Count of Order Qty

Sales Amount

Unique Products

ProductKey
- 477
- 480
- 528
- 529
- 214
- 225
- 222

4.03K (7%)
3.01K (5.17%)
2.91K (5%)
2.22K (3.81%)
2.15K (3.69%)
2.1K (3.6%)
2.03K (3.49%)
2.01K (3.46%)
1.99K (3.42%)
1.94K (3.34%)
1.08K (1.86%)
0.8K (1.37%)
0.43K (0.73%)
0.42K (0.71%)
0.39K (0.67%)
0.37K (0.63%)
0.34K (0.58%)
0.3K (0.51%)
0.24K (0.41%)
0.19K (0.32%)
0.16K (0.27%)
0.07K (0.12%)

Thank you