Sales Data Sample Report

Introduction

This report analyzes a detailed sales dataset, focusing on ORDERNUMBER, QUANTITYORDERED, PRICEEACH, and SALES attributes. It aims to provide insights to guide sales strategies and enhance business performance, targeting sales managers, marketers, and executives. Key analyses include comparing Vintage cars and Classic cars sales, determining average sales, identifying top-selling products, assessing profit by country for specific product lines, comparing sales across years, and evaluating countries by deal size. The project's scope encompasses extracting insights to optimize sales strategies, product offerings, and overall business performance, catering to analysts and researchers interested in sales dynamics and market trends.

Questionnaire

1. Comparison of sales between Vintage cars and Classic cars across all countries.

2. Determination of the average sales of all products and identification of the highest-selling product.

3. Assessment of the country yielding the most profit for Motorcycles, Trucks, and Buses.

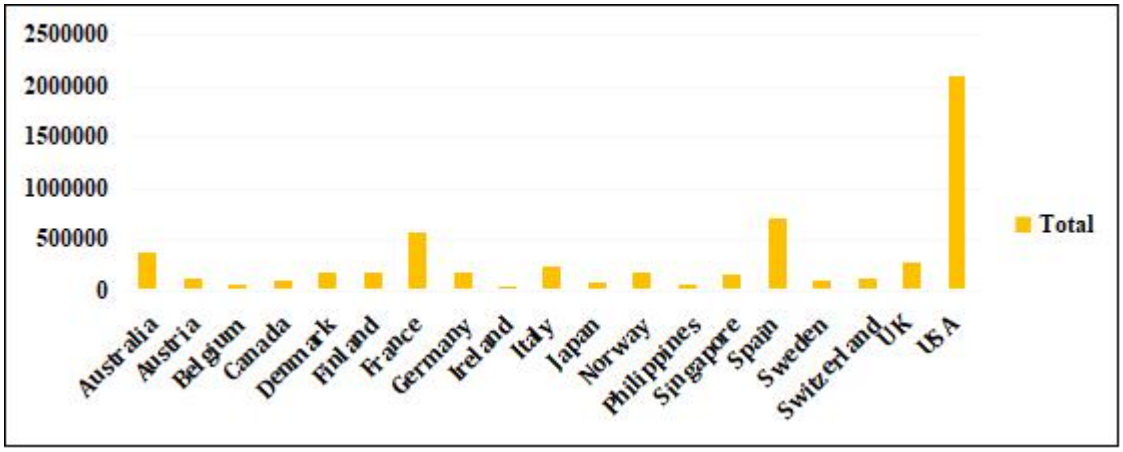
4. Comparison of sales for all items across the years 2004 and 2005.

5. Comparative analysis of all countries based on deal size.

Analytics

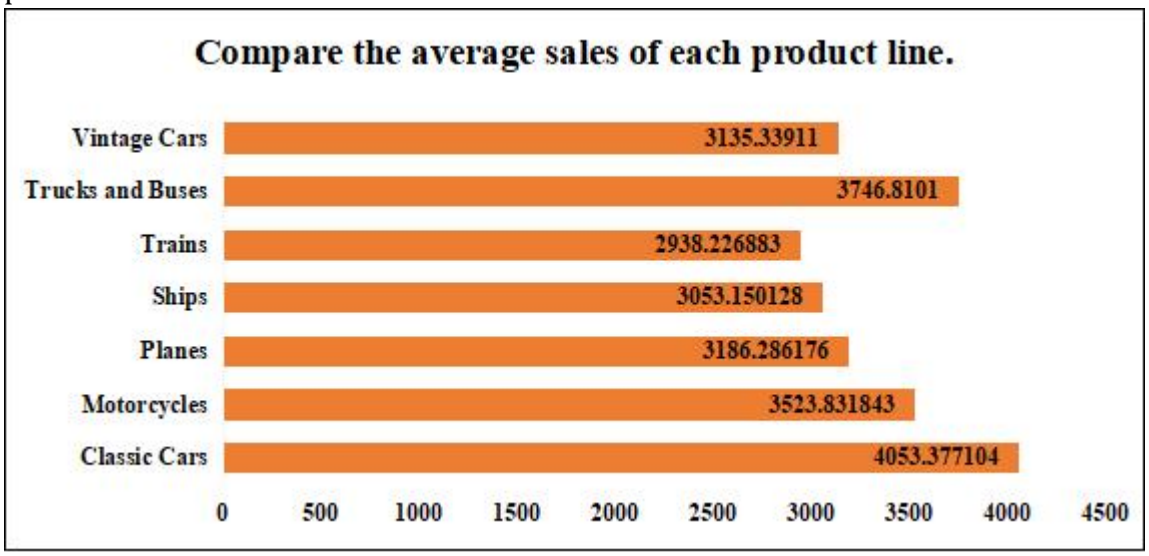
Q1. Comparison of sales between Vintage cars and Classic cars across all countries.

ANS: This analysis compares sales of Vintage cars and Classic cars across countries. USA leads with sales of $2,102,394.02, followed by Spain, France, and Australia.

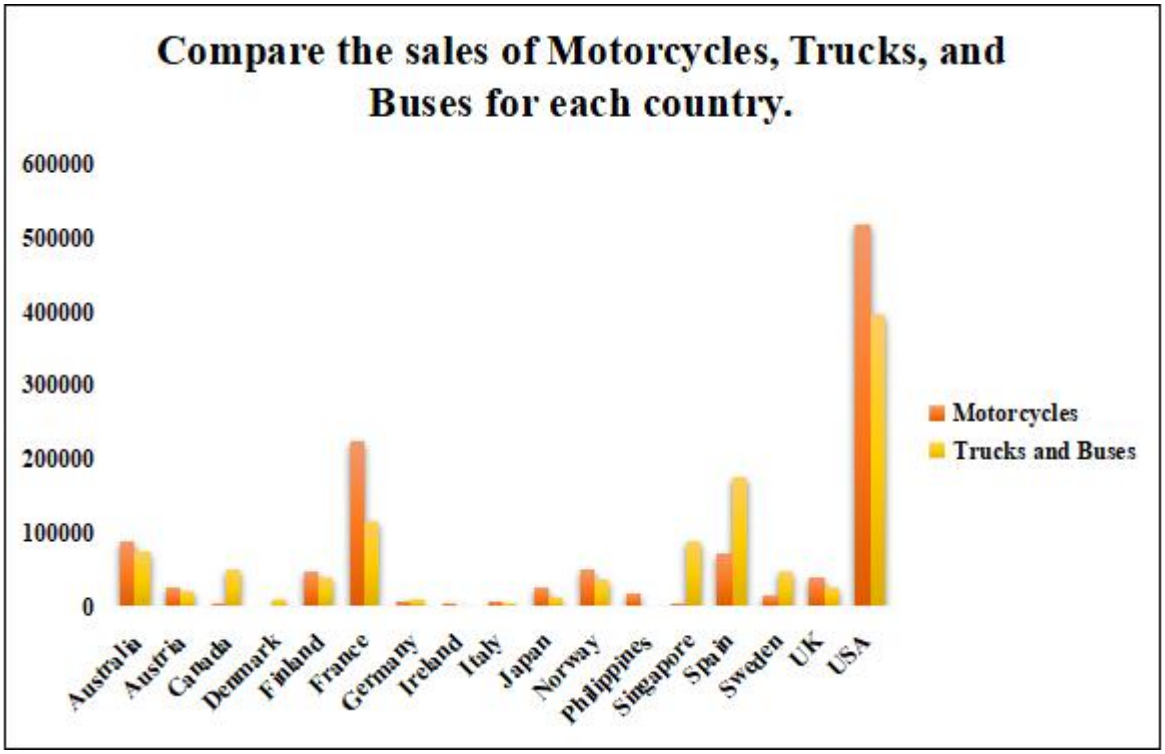


Q2. Determination of the average sales of all products and identification of the highest-selling product.

ANS: This analysis calculates the average sales of all products and identifies the highest-selling product. Classic Cars lead with an average sales of 4,053.377104, followed by Trucks, Buses, and Motorcycles. A graph visually depicts these findings, highlighting Classic Cars as the top-selling product.



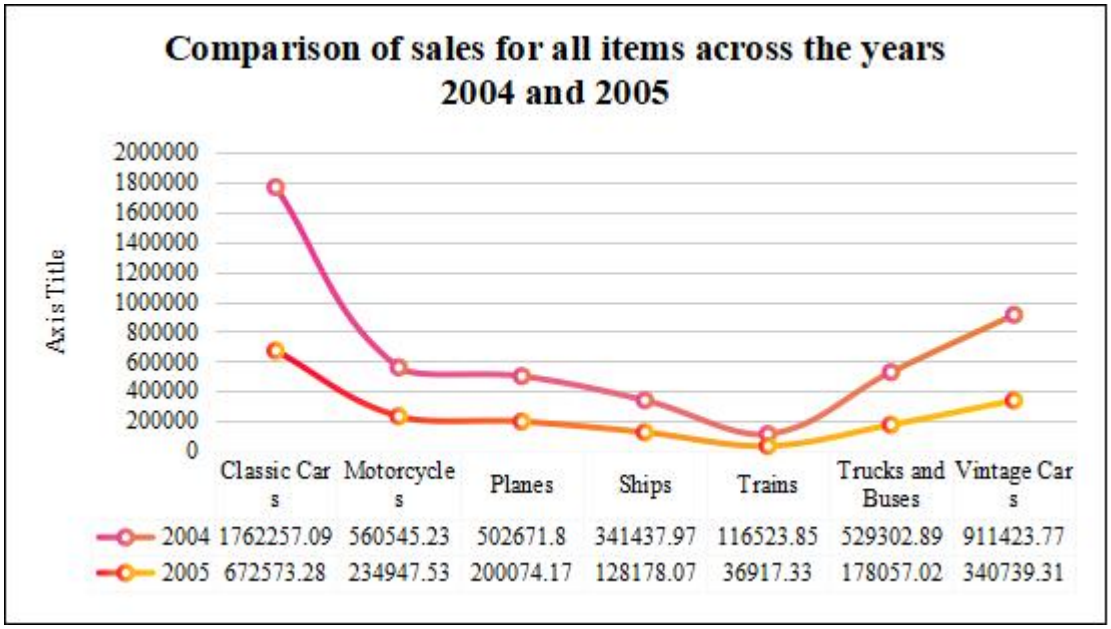
Q3. Assessment of the country yielding the most profit for Motorcycles, Trucks, and Buses.



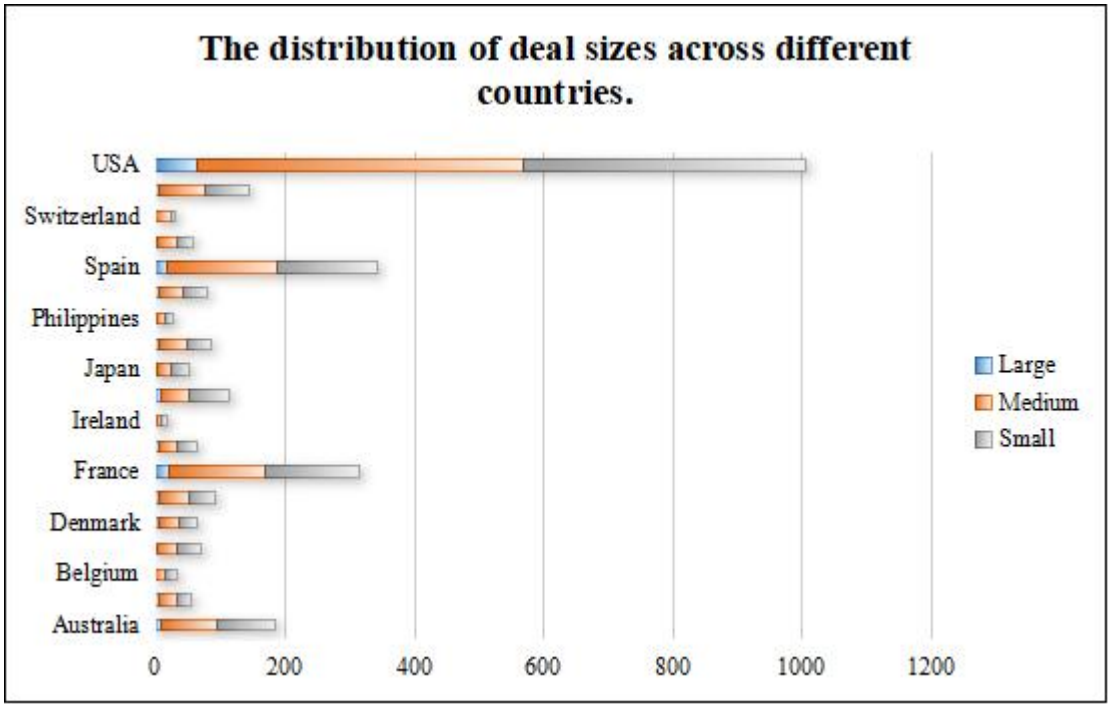
The analysis identifies the top-profitable country for Motorcycles, Trucks, and Buses. The USA leads in sales, followed by France and Spain.

Q4. Comparison of sales for all items across the years 2004 and 2005.

ANS: This analysis compares sales across all items in the years 2004 and 2005. The line chart illustrates dynamic shifts in sales over the years, with Classic cars consistently leading in both 2004 and 2005, totaling $1,762,257.09 and $672,573.28, respectively. The chart visually depicts sales fluctuations across categories, highlighting Classic cars' consistent dominance throughout the analyzed period.



Q5. Comparative analysis of all countries based on deal size.



ANS: The analysis investigates deal size distribution across countries. The bar chart reveals the USA's dominance, with significantly larger deal sizes compared to other countries: 64 large, 505 medium, and 435 small deals.

Conclusion and Review

The analysis delves deep into sales dynamics and profitability across categories and countries, revealing the USA as a prominent market leader. Strong sales performance in Vintage and Classic cars, Trucks, Buses, and Motorcycles underscores its dominance. Classic Cars emerge as the top-selling product, driving substantial revenue. The USA showcases exceptional profitability, especially in Trucks, Buses, and Motorcycles. Sales for Classic cars remain robust over the years 2004 and 2005, indicating sustained demand. Moreover, the USA exhibits significantly larger deal sizes, highlighting its sales volume dominance. While the report effectively visualizes key findings, exploring factors influencing sales fluctuations and deal size disparities could provide deeper insights. Overall, the analysis offers valuable insights for refining sales strategies and fostering business growth.

Regression

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.877178
R Square	0.769441
Adjusted R Square	0.766629
Standard Error	896.6688
Observations	250

ANOVA

	df	*SS*	*MS*	*F*	*Significance F*
Regression	3	6.6E+08	2.2E+08	273.6567	4.62E-78
Residual	246	1.98E+08	804014.9		
Total	249	8.58E+08			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Lower 95.0%*	*Upper 95.0%*
Intercept	-5271.93	322.9166	-16.326	4.32E-41	-5907.96	-4635.9	-5907.96	-4635.9
X Variable 1	103.0809	6.001152	17.17685	5.42E-44	91.26071	114.9011	91.26071	114.9011
X Variable 2	12.81807	1.661734	7.713668	3.04E-13	9.545024	16.09111	9.545024	16.09111
X Variable 3	47.42944	3.350938	14.15408	1.13E-33	40.82925	54.02963	40.82925	54.02963

Anova (One factor)

Anova: Single Factor						
SUMMARY						
Groups	*Count*					
Column 1	250	903280.9	3613.123	3445221		
Column 2	250	25534	102.136	1664.552		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	1.54E+09	1	1.54E+09	894.0704	3.1E-113	3.860199
Within Groups	8.58E+08	498	1723443			
Total	2.4E+09	499				

Anova (Two factor)

Anova: Two-Factor Without Replication				
SUMMARY	*Count*	*Sum*	*Average*	*Variance*
Row 1	3	4097.66	1365.887	5069957
Row 2	3	2451.12	817.04	1725170
Row 3	3	1566	522	648687
Row 4	3	5095.24	1698.413	7507173
Row 5	3	5140.39	1713.463	7650609
Row 248	3	4386.35	1462.117	5944534
Row 249	3	2261.6	753.8667	1546167
Row 250	3	4176.72	1392.24	5420980
Column 1	250	903280.9	3613.123	3445221
Column 2	250	25534	102.136	1664.552
Column 3	250	8659	34.636	89.69428
ANOVA				

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	2.95E+08	249	1182944	1.044989	0.33951	1.194432
Columns	2.09E+09	2	1.05E+09	925.2361	1.9E-168	3.013826
Error	5.64E+08	498	1132016			
Total	2.95E+09	749				

Descriptive Statistics

SALES	
Mean	3553.889072
Standard Error	34.66589212
Median	3184.8
Mode	3003
Standard Deviation	1841.865106
Sample Variance	3392467.068
Kurtosis	1.792676469
Skewness	1.161076001
Range	13600.67
Minimum	482.13
Maximum	14082.8
Sum	10032628.85
Count	2823

Correlation

	Column 1	*Column 2*	*Column 3*
Column 1	1		
Column 2	0.513951	1	
Column 3	-0.01254	0.663973	1