

Sales Analysis For an International Company

➤ Executive summary:

We exported the sales data from our database and ran some analysis on it to obtain We provide insight into some of our sales processes and examine ways to improve our services based on scope.

➤ EDA (exploratory Data Analysis)

- I first took a tour to explore the data that I would be working on, using some Python commands that were explained in the project
- Data cleaning
- Through quantitative data analysis, outliers in the data were identified and a decision was made to remove them
- qualitative data
- Through analysis of the most important elements to find out which countries buy our products the most, the picture became clear to us through the following graphs .

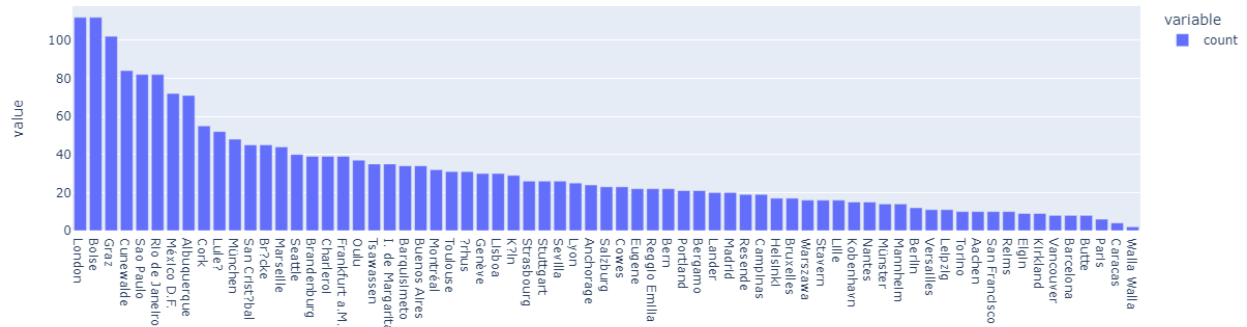
➤ Data Specs :

Through some of the questions posed by the work system, they were answered through full knowledge of the data analysis procedure. Below we clarify those questions with the answers that were extracted during the data analysis.

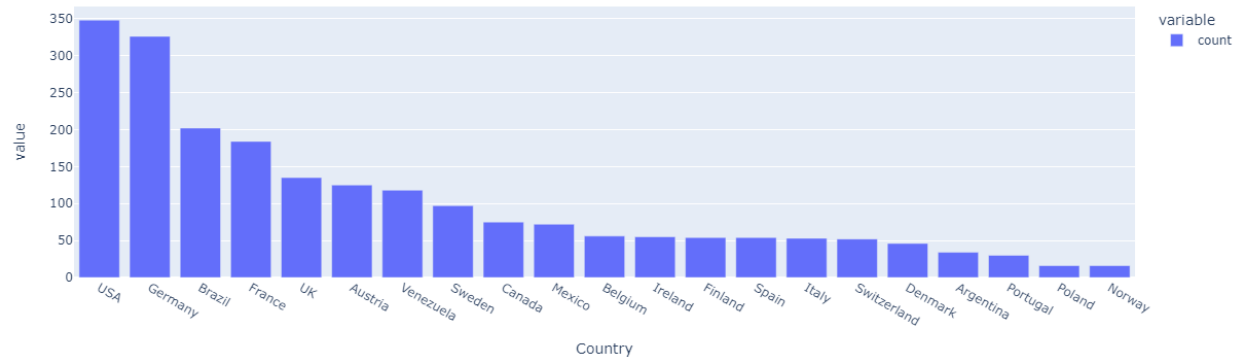
(Univariate Analysis - Bivariate Analysis - Multivariate Analysis)

What are the top countries and cities that purchase our products?

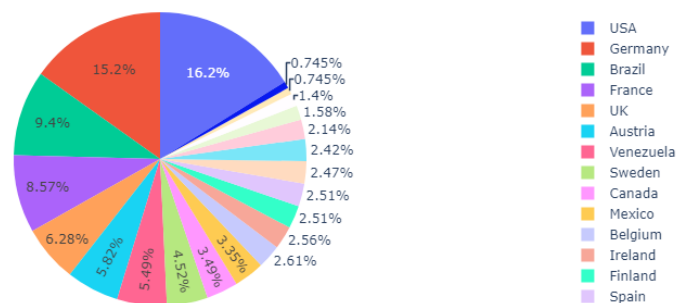
Distribution of city



Distribution of country

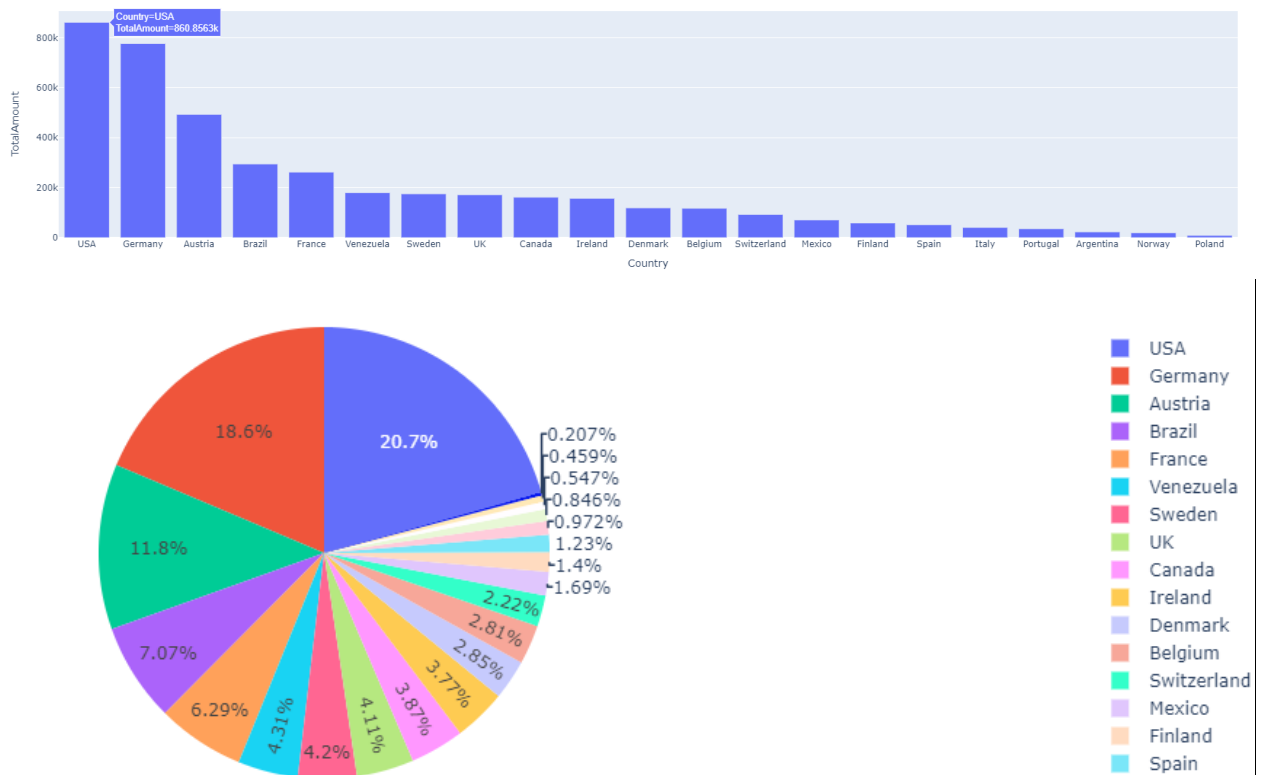


Relative Frequency of Countries sales



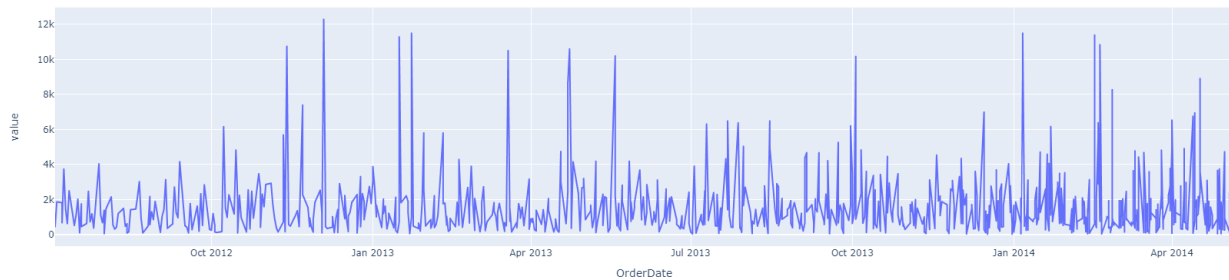
Through the first analysis, we find that the city of London has a large share of the purchase of our products, with 112 invoices, and Germany and the United States purchase our products more than the other countries, with 348 invoices, compared to 16% of our total sales.

What are our total sales in the United States and their classification?

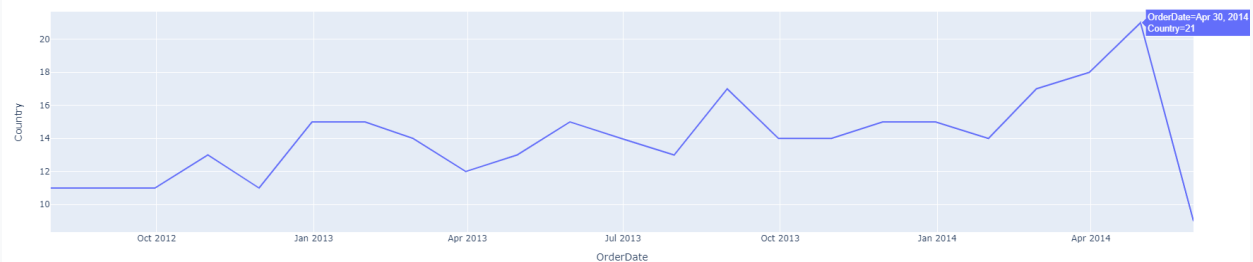


Through this graph, it is clear to us that the country that purchases our products the most is the United States, as it achieves a purchasing value for our products in the amount of 860 thousand dollars. This is evidence that it is one of the rich countries that achieve the largest amount of our sales, as it constitutes 20.7% of the total sales of other countries.

Are there seasons to buy?

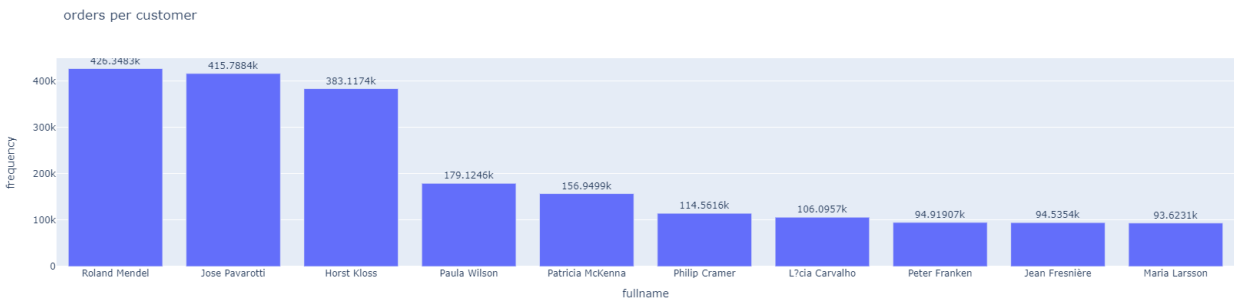


Through this graph, it is clear to us that there are time periods in which the largest amount of sales are achieved, and therefore we must focus on increasing our products to cover seasonal sales and opening sales in other countries.



Through this graph, it is clear to us that on April 30, 2014, the highest percentage of sales achieved by countries was 21 countries that purchased our products during that period. By looking at this graph, we see that our sales percentages were increasing over the days and months. This is evidence of the company's success in developing its product.

Who are the customers who achieve the largest percentage of purchases of our products?



Through this analytical drawing, we see that one of our most important clients is Roland Mendel , with total sales worth 426 thousand dollars.

Are we still growing and achieving profit for our products?



By comparing the two charts, we see that at the end of May there was a collapse in the company's sales rates, and here comes our role as data analysts in asking: Did an economic collapse occur during that period, which led to this collapse occurring in a month, or did the company's sales team

not do so? Ideally, in order to answer this matter, the management must first be asked whether the defect occurred within the company or not, and if the answer is no, then research must be done to find out the cause of this collapse so that we can solve this problem and rise again to achieve profit again.



We see through this drawing that there is competition and disparity over the months between the two countries with the highest sales rates, which are the United States and Germany.