

PROJECT BASED VIRTUAL INTERNSHIP FINAL PROJECT

COMPANY SALES ANALYSIS



BUSINESS INTELLIGENCE ANALYST

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Business Overview

Based in the United States, Future Tech Inc. is a retail company specializing in a wide range of technology products. Their primary offerings include Robots, Robot Kits, Drones, Drone Kits, along with supporting materials such as Training Videos, eBooks, and Blueprints. The company distributes its products across various regions in the United States through both physical stores and online platforms. As a technology-driven enterprise, Future Tech Inc. consistently employs a data-driven approach in all its business decisions.

Total Sales

\$ 841.540

Total Product Category

7 Prod Category

Total Transactions

1646

Total Product Items

70 Prod Items

Total Customers

1646

Total Products Sold

5683

Total States

48

Total Cities

382



Business Case

The company possesses a comprehensive sales dataset covering the period from 2020 to 2021. This dataset includes multiple tables detailing customer information, order data, product specifics, and product categories, each containing numerous columns. As a preliminary step in strategizing for the upcoming year, the sales team needs to assess the current year's sales performance and compare it against the previous year's sales across various variables. The outcomes of this analysis will serve as a critical reference for the sales team to enhance their sales strategy.

Objective

- Create a comprehensive analysis report on this year's sales performance
- Develop a sales dashboard

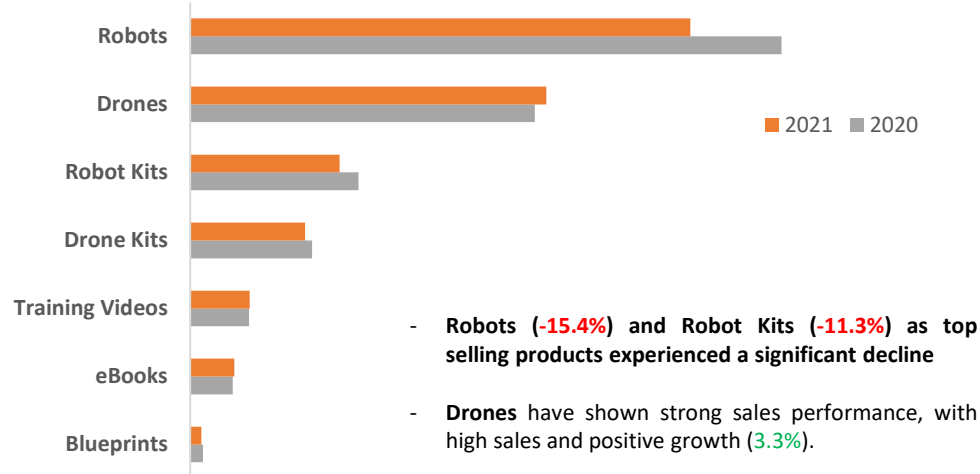
Sales Performance Decline

Sales in 2021 generally trended lower than in 2020, with sharp declines in March, July, and October. Despite occasional recoveries, such as the increase in April and June, the overall trend suggests a challenging year for sales in 2021.



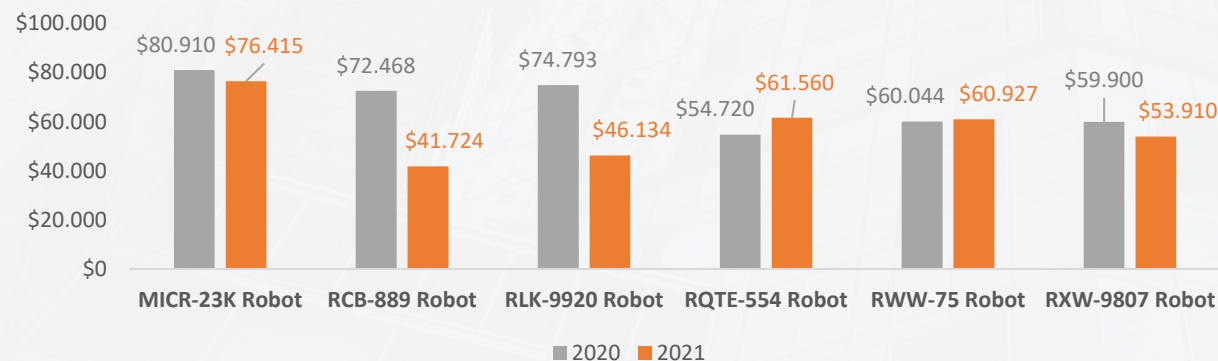
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2020	\$87.478	\$74.765	\$74.808	\$66.987	\$79.072	\$64.302	\$76.300	\$85.316	\$85.871	\$74.144	\$71.137	\$73.031
2021	\$78.479	\$72.040	\$57.081	\$71.467	\$68.309	\$95.402	\$56.721	\$76.127	\$78.851	\$52.348	\$62.073	\$72.642
Growth	-10,3%	-3,6%	-23,7%	6,7%	-13,6%	48,4%	-25,7%	-10,8%	-8,2%	-29,4%	-12,7%	-0,5%

Sales Decline in Top Selling Product



Prod Category	2020	2021	Share %	Growth
Robots	\$402.835	\$340.670	40,5%	-15,4%
Drones	\$234.863	\$242.584	28,8%	3,3%
Robot Kits	\$114.675	\$101.762	12,1%	-11,3%
Drone Kits	\$83.033	\$78.209	9,3%	-5,8%
Training Videos	\$40.175	\$40.541	4,8%	0,9%
eBooks	\$28.876	\$30.093	3,6%	4,2%
Blueprints	\$8.753	\$7.681	0,9%	-12,3%

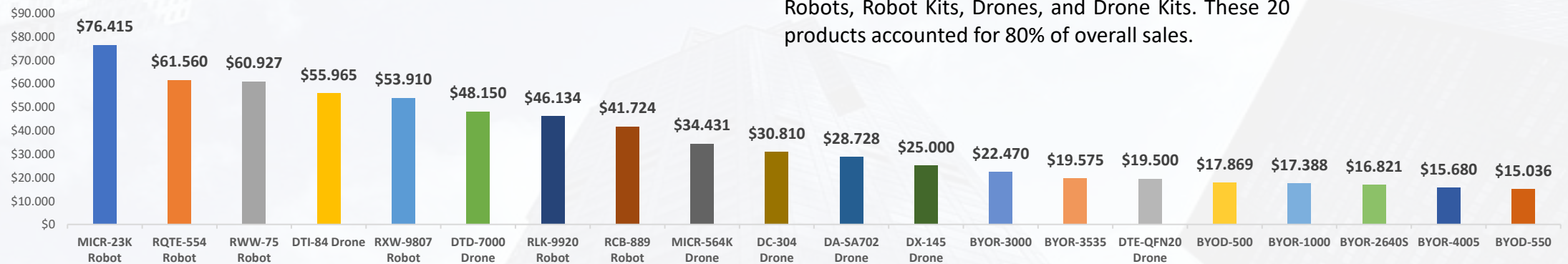
Robots Product Items (Year-over-Year)



The decline in sales of Robots products is assumed to be the cause of the decline in sales performance this year. Moreover, its supporting products (Robot Kits) also experienced a significant decline. These two products account for more than 50% of the company's sales, so the impact of a decline in each product will directly affect the company's overall sales.

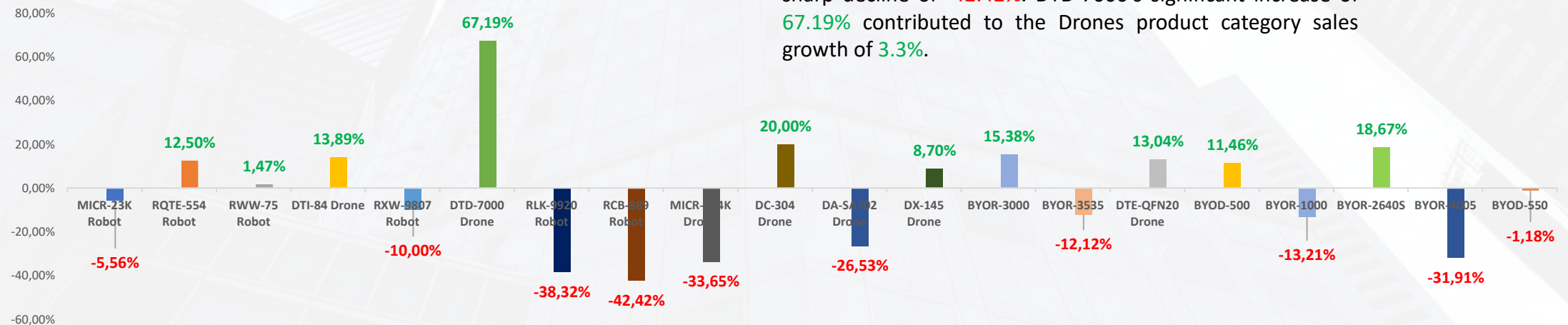
Sales Performance Fluctuation of Top Selling Product Items

Top 20 Product Items with Highest Sales



The top 20 product items in sales are dominated by Robots, Robot Kits, Drones, and Drone Kits. These 20 products accounted for 80% of overall sales.

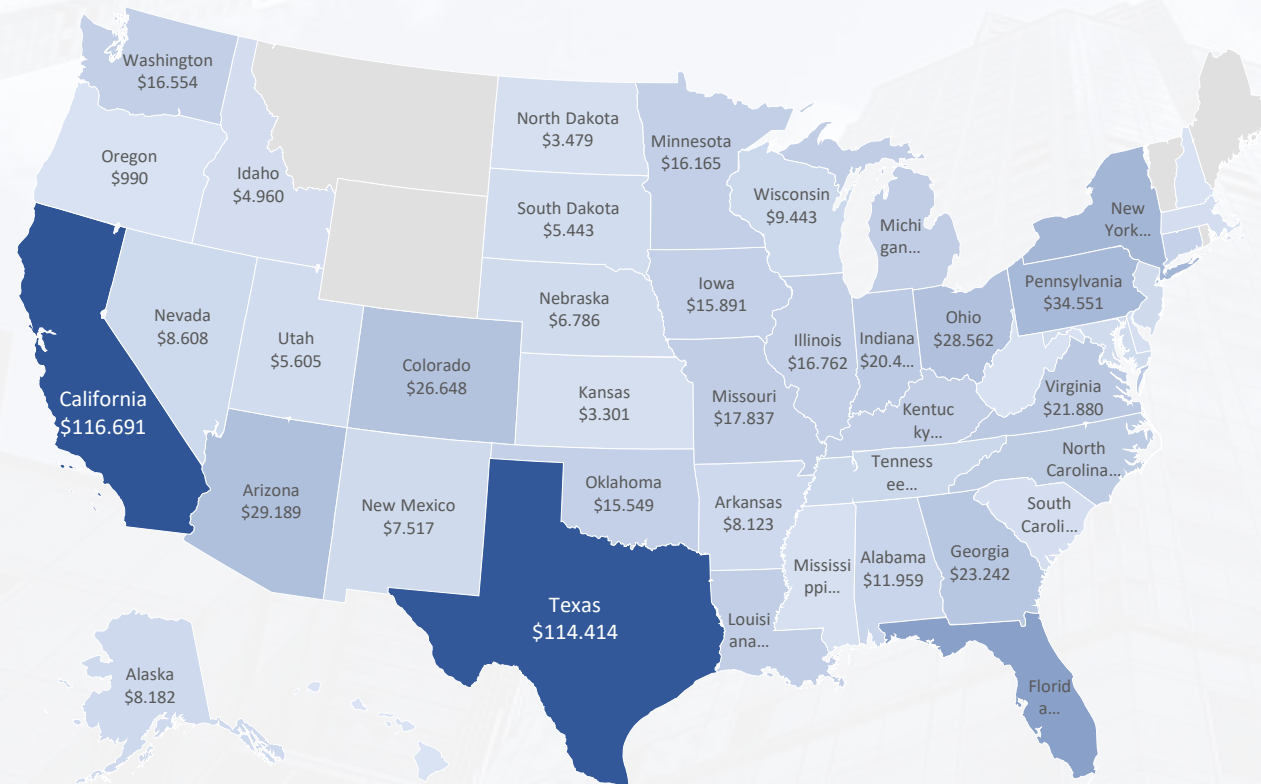
Growth YoY



Almost all Robots and Robot Kits products experienced a sharp decline of **-42.42%**. DTD-7000's significant increase of **67.19%** contributed to the Drones product category sales growth of **3.3%**.

Sharp Increase and Decrease in several States

Several states saw sharp increases, but sharp decreases were also seen in the rest. These fluctuations occur in the 20 states with the highest sales which can have a direct impact on overall sales



Total Sales 2021

\$52

\$116.691

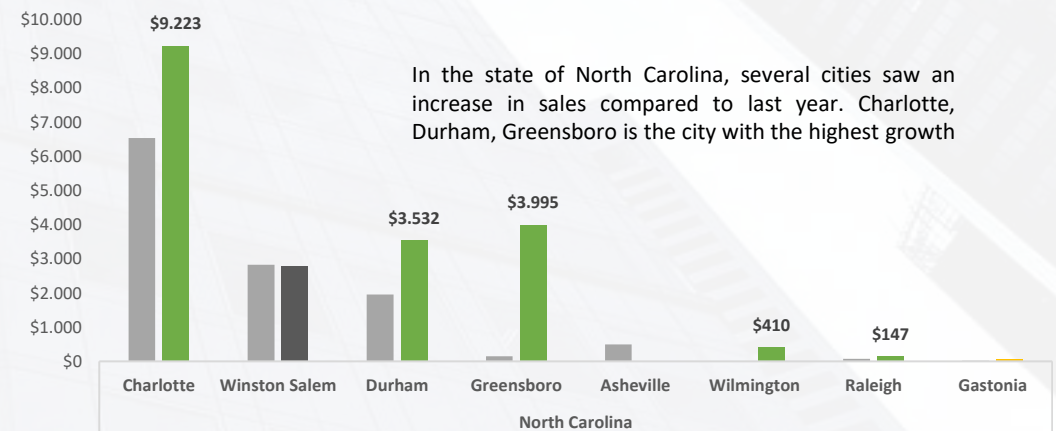
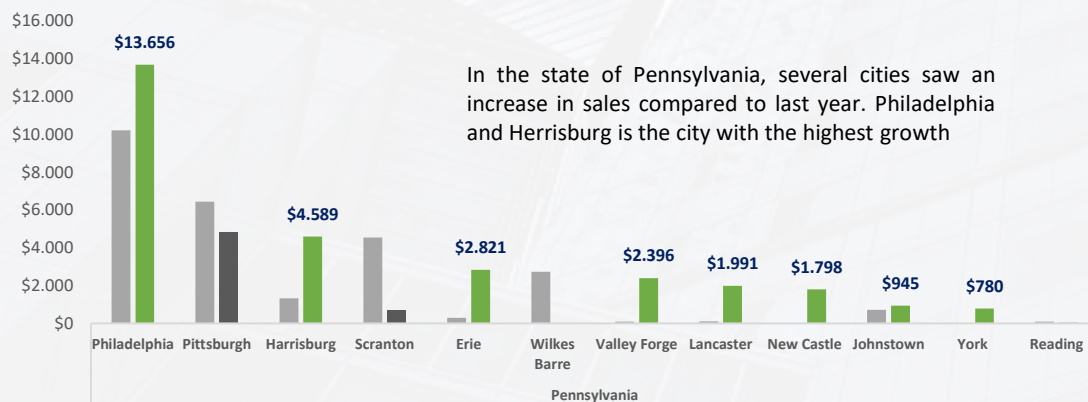
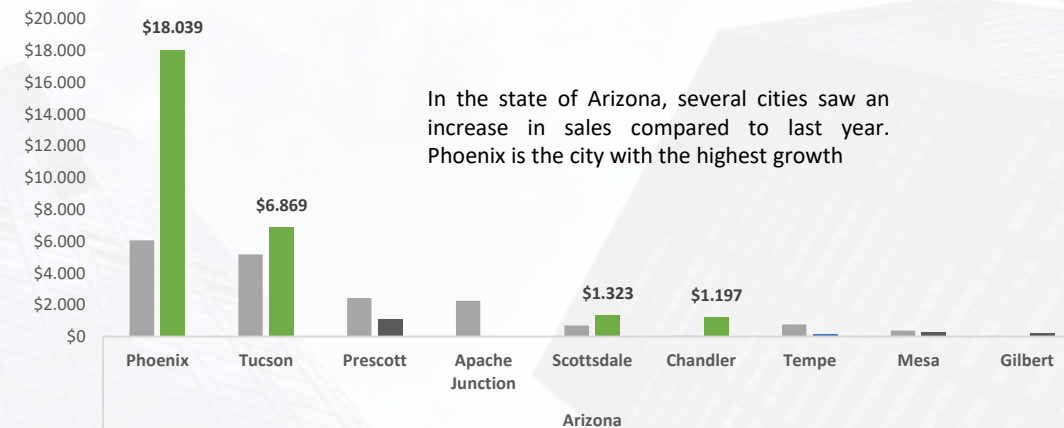
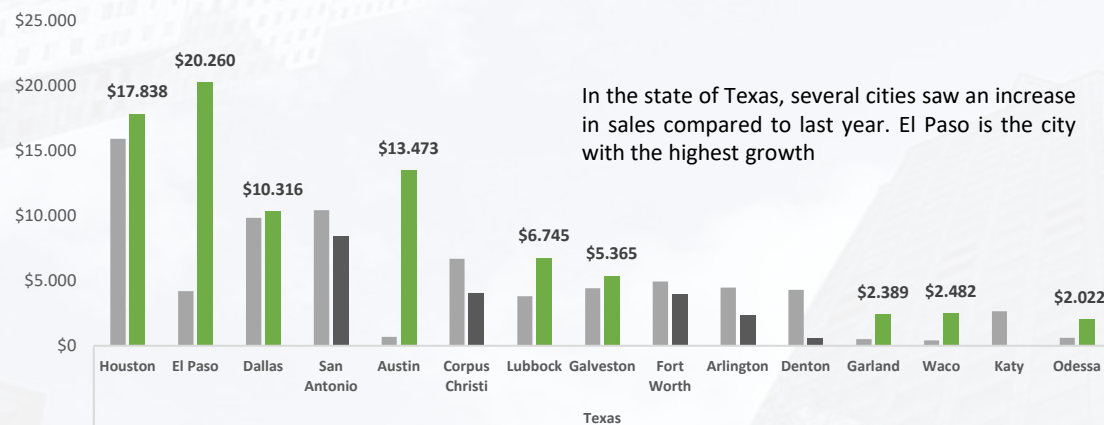
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Top 20 States with Highest Sales

20 States with the highest sales, contributing up to 80% of overall sales

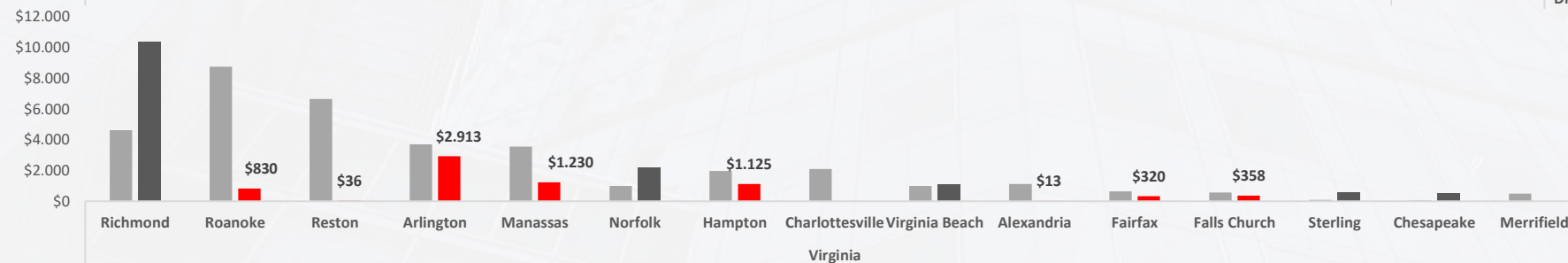
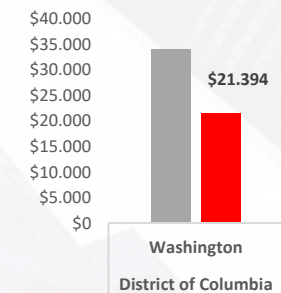
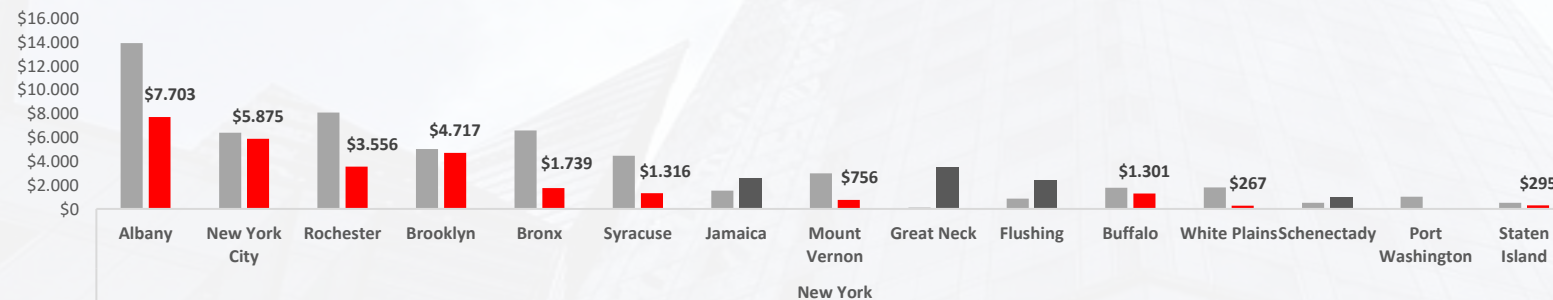
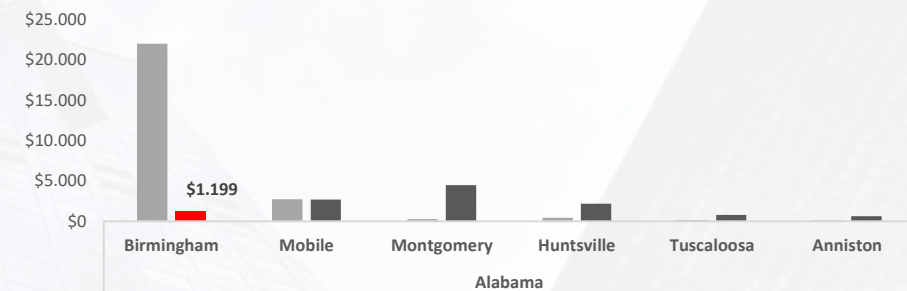
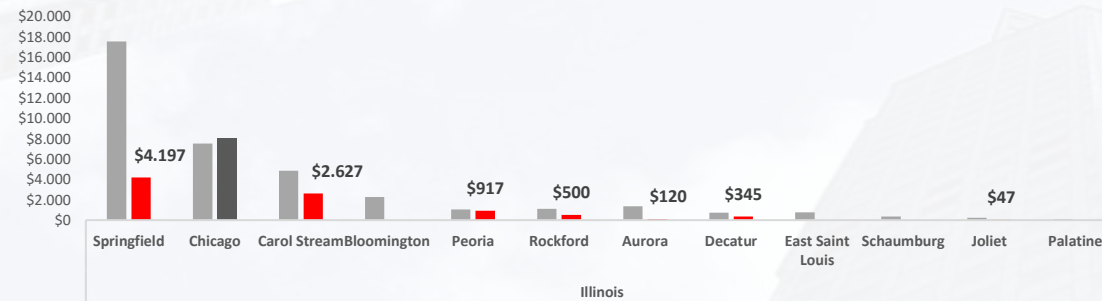
States	2020	2021	Share %	Growth %
California	\$120.605	\$116.691	18%	-3%
Texas	\$81.814	\$114.414	17%	40%
Florida	\$65.916	\$55.102	8%	-16%
New York	\$55.783	\$37.236	6%	-33%
Pennsylvania	\$26.483	\$34.551	5%	30%
Virginia	\$36.432	\$21.880	3%	-40%
Ohio	\$27.014	\$28.562	4%	6%
District of Columbia	\$33.988	\$21.394	3%	-37%
Illinois	\$37.886	\$16.762	3%	-56%
Colorado	\$22.294	\$26.648	4%	20%
Arizona	\$17.791	\$29.189	4%	64%
Georgia	\$22.691	\$23.242	4%	2%
Indiana	\$22.463	\$20.465	3%	-9%
Michigan	\$24.673	\$17.879	3%	-28%
Kentucky	\$22.147	\$17.250	3%	-22%
Alabama	\$25.702	\$11.959	2%	-53%
Minnesota	\$19.336	\$16.165	2%	-16%
Missouri	\$16.796	\$17.837	3%	6%
North Carolina	\$12.047	\$20.135	3%	67%
Washington	\$13.380	\$16.554	2%	24%

City-by-City Performance (YoY) for States with Growth Above 30%



City-by-City Performance (YoY) for States with Growth Above - 30%

Illinois, Alabama, New York, District of Columbia, and Virginia are the states with the lowest growth (>30%). The decline is due to the significantly declining performance of several cities in each of these states.





Next Step Recommendations

- Conduct a detailed analysis of the factors influencing sales trend fluctuations, particularly during the highest sales peak in June and the lowest in October. This analysis could include examining seasonality, promotions, market conditions, or any external events that may have impacted these fluctuations.
- Investigate the causes behind the declining performance of the Robots category, as it is a key sales contributor. This should include analyzing market trends, competitive landscape, and other relevant factors.
- Perform growth forecasting for the Drones category to strengthen product lines and marketing strategies based on the projections.
- Analyze and test cross-selling and up-selling strategies for low-contributing products (Training Videos, eBooks, Blueprints) alongside top-performing products. The goal is to increase transaction value and reduce costs.
- Perform a deeper analysis of the factors driving significant sales increases or decreases in the identified states.
- Expand the analysis to a city-level scope to identify cities with potential growth opportunities.

Dashboard

Link to Dashboard: [Click](#)



Dashboard
Menu



Created by:
Brandon Savero



2021 Sales Dashboard

Category Name
All

Product Name
All

Customer State
All

Customer City
All

Month of Date
All

Quarter of Date
All

Last update:
January 2025

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Sales All Time
\$1,754,751

Transactions All Time
3,339

Products Sold All Time
11,654

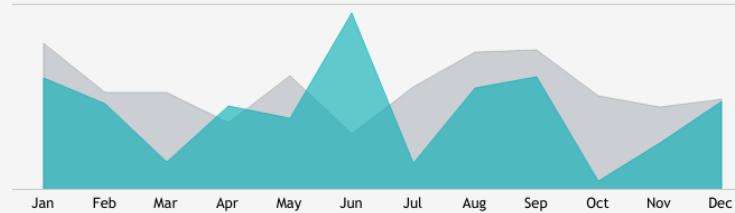
Sales 2021
\$841,540 -7.85% (YoY)

Transactions 2021
1,646 -2.78% (YoY)

Products Sold 2021
5,683 -4.82% (YoY)

Monthly Trend | click to filter

Sales



Sales by Product Category | click to filter

	Total	2021 vs 2020	Growth
Robots	\$743,505		-15.43%
Drones	\$477,447		3.29%
Robot Kits	\$216,437		-11.26%
Drone Kits	\$161,243		-5.81%
Training V..	\$80,716		0.91%
eBooks	\$58,968		4.22%
Blueprints	\$16,435		-12.25%

Qty by Product Category | click to filter

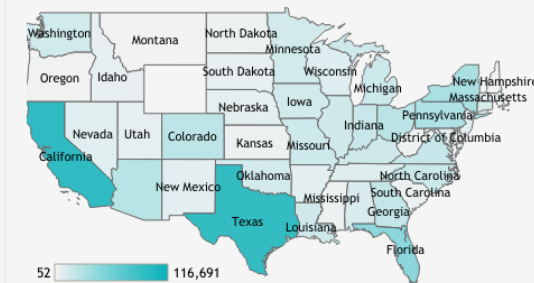
	Total	2021 vs 2020	Growth
eBooks	3,123		1.35%
Training V..	2,081		-1.62%
Blueprints	1,618		-13.38%
Drone Kits	1,515		-5.52%
Drones	1,227		4.50%
Robot Kits	1,037		-10.77%
Robots	1,053		-17.50%

Sales Data by Product Items | click to filter

	Qty 2020	Qty 2021	Sales 2020	Sales 2021	Growth	Total Sales
Aerial Security	77	66	\$2,848	\$2,441	-14.29%	\$5,290
AI for Educators	88	123	\$4,396	\$6,144	39.77%	\$10,539
All Eyes Drone Blueprint	80	80	\$799	\$799	0.00%	\$1,598
Articulated Robots	36	105	\$864	\$2,519	191.67%	\$3,383

Sales Data by State | click to filter

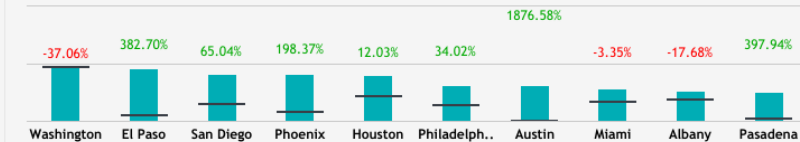
Sales



Top 5 State

California	116,691	-3.25%
Texas	114,414	39.85%
Florida	55,102	-16.41%
New York	37,236	-33.25%
Pennsylvania	34,551	30.46%

Top 10 City by # Sales | click to filter



Sales Data by City | click to filter

	Total Trx	Total Qty	Sales 2020	Sales 2021	Growth	Total Sales
Abilene	4	14	\$2,479			\$2,479
Aiken	3	13	\$2,261			\$2,261
Akron	9	30	\$788	\$1,140	44.69%	\$1,928
Albany	27	109	\$13,935	\$11,471	-17.68%	\$25,406
Albuquerque	14	44	\$2,635	\$4,390	66.63%	\$7,025
Alexandria	3	8	\$1,173	\$13	-98.89%	\$1,186

THANK YOU