Sales Data Analysis

Objective

The company wants to create an annual sales report for 2012,2013,2014 and 2015.So that, the owner of the company can understand their customer and grow more sales in future.

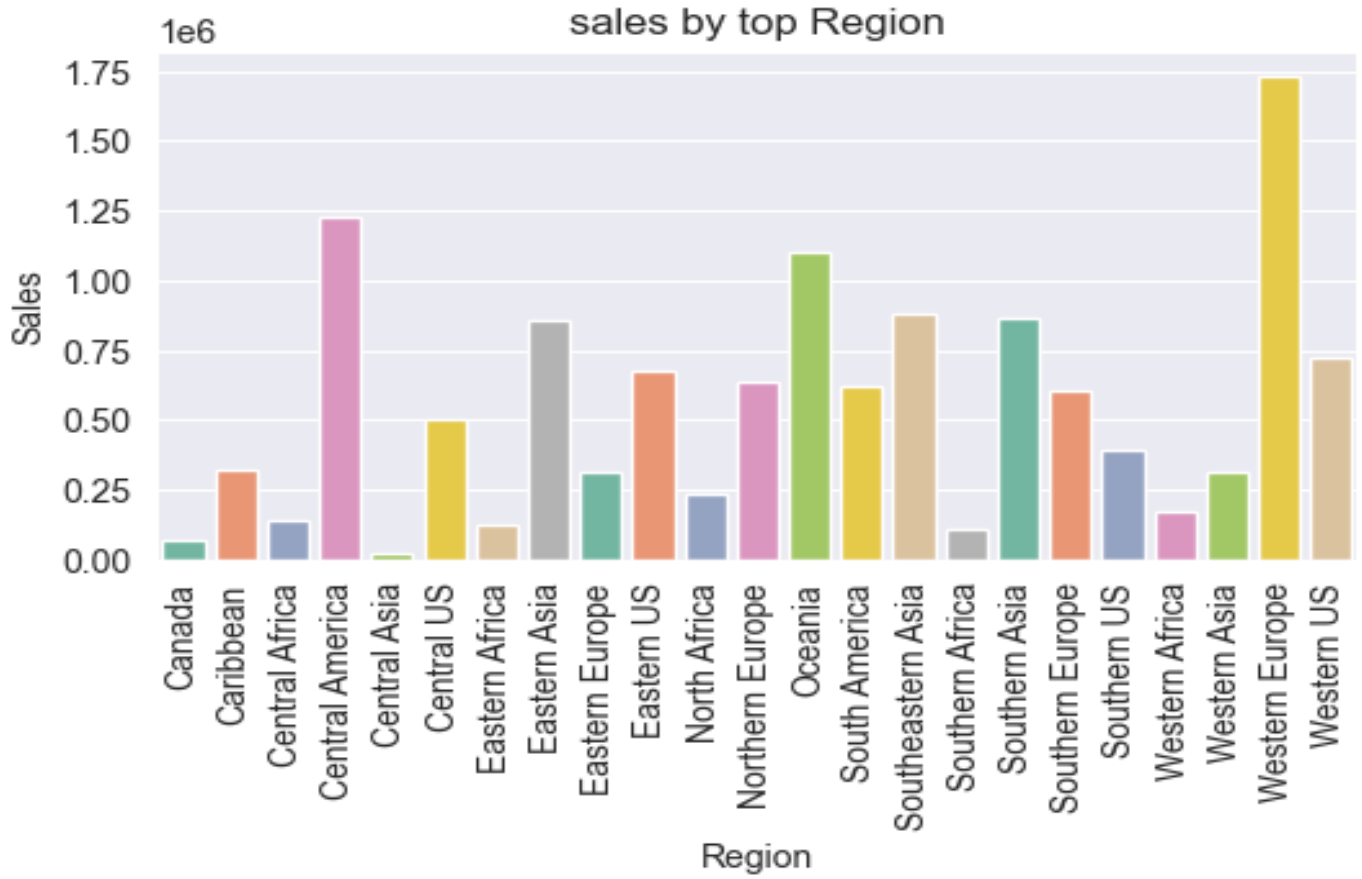
Questions(KPIs)

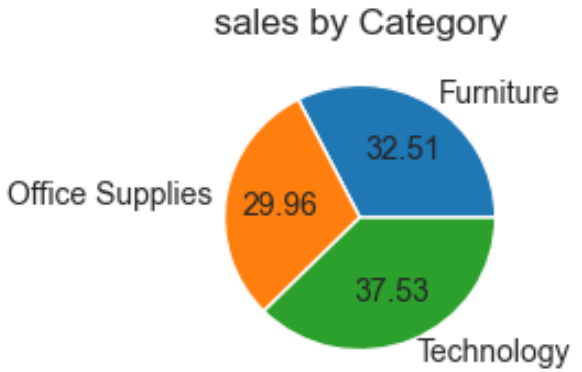
- What is the total sales over all years?
- How many quantities have been sold over all years?
- What is the average delivery per day?
- How many orders have been returned?
- What is the top-selling product?
- What are the top loss-making products?
- Which are the countries where we made high sales?
- Find the states of the country with high sale and most sold categories.
- Which are the top markets based on sales?
- Find the top segment where we made high sales.

Dashboard(Power BI)

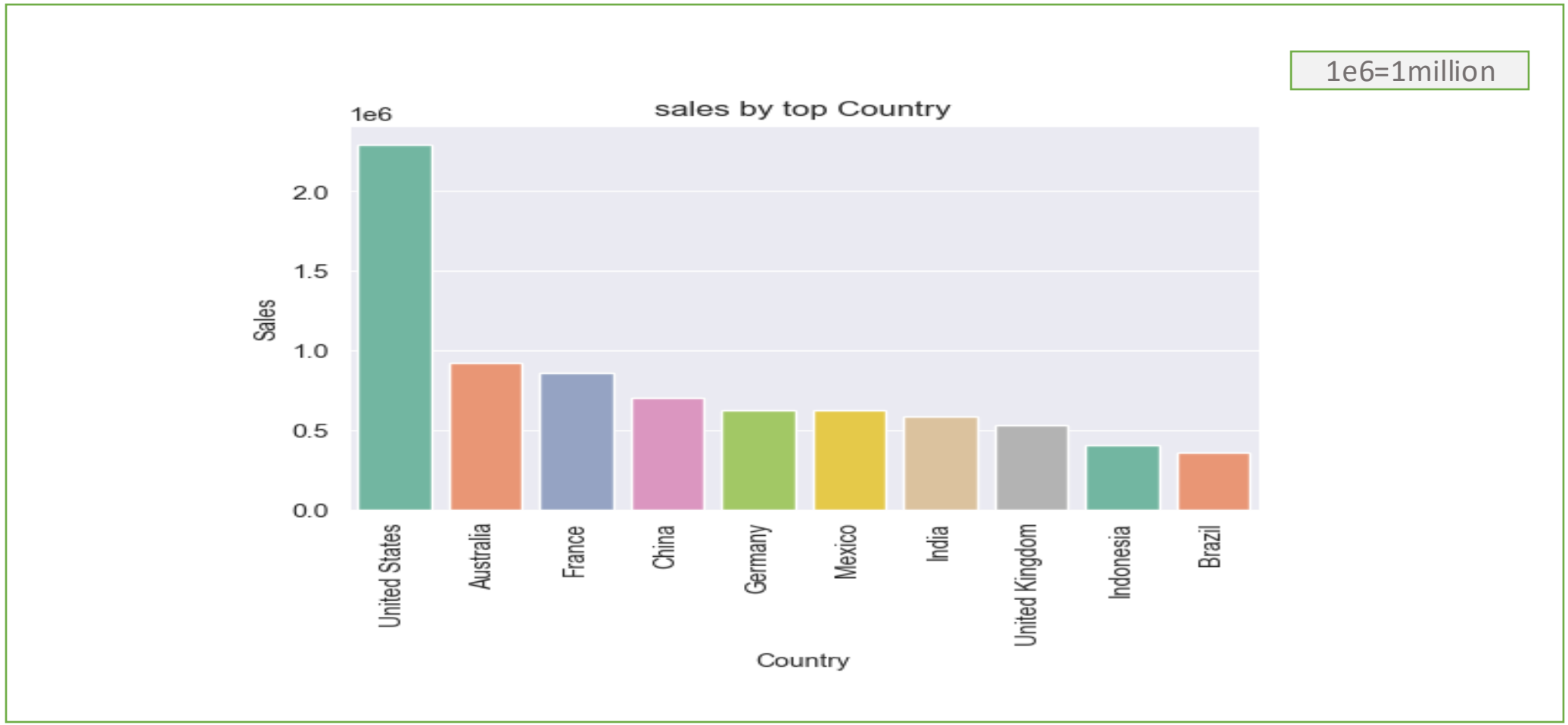
Sales by Region and Category

1e6=1million



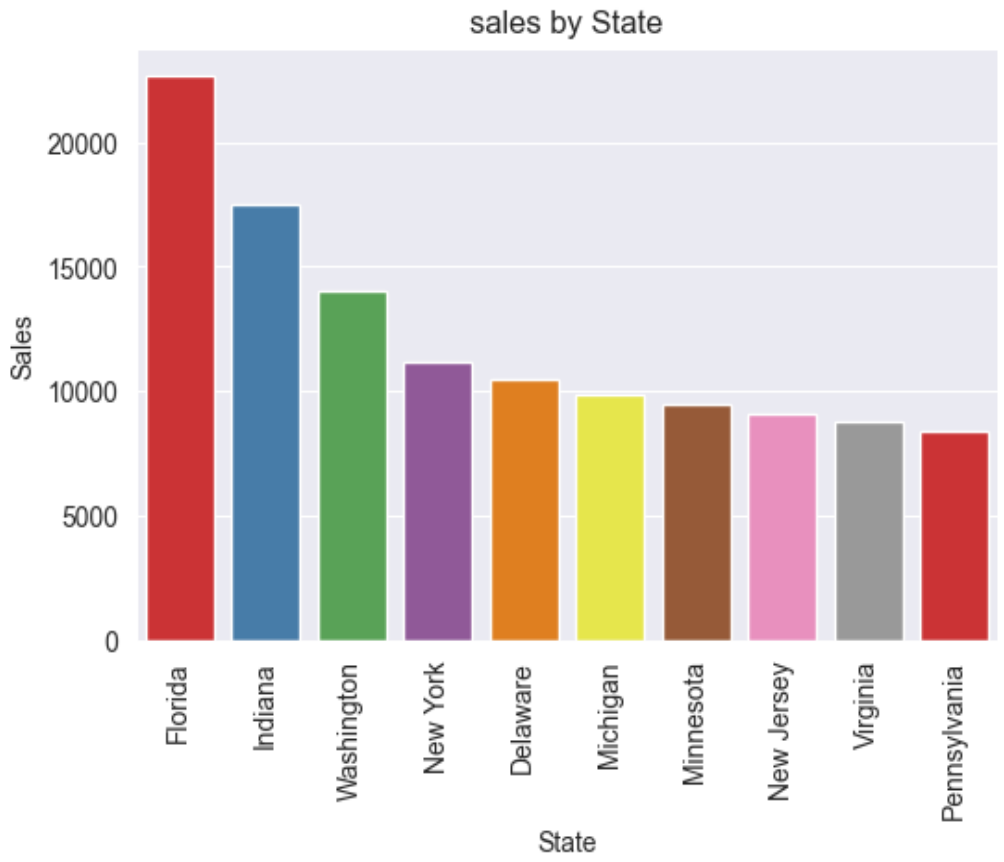


Top Country with highest sale

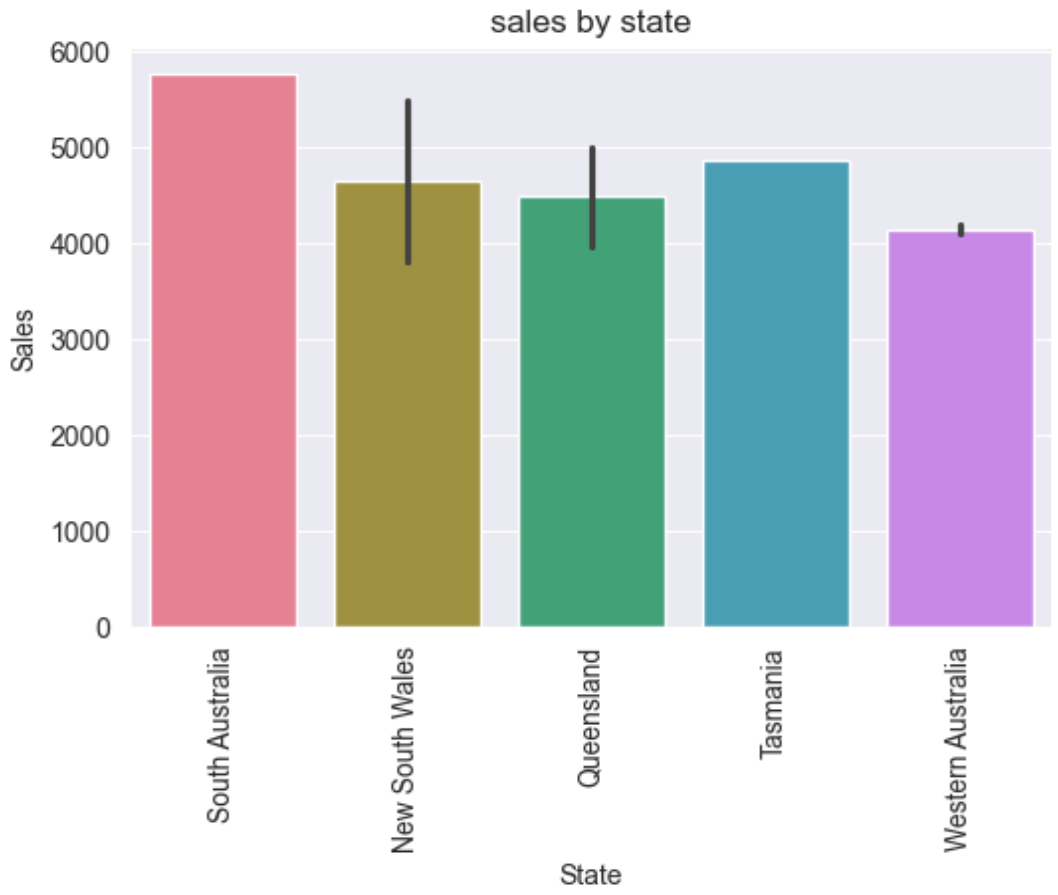


Top 3 country's state with their contribution

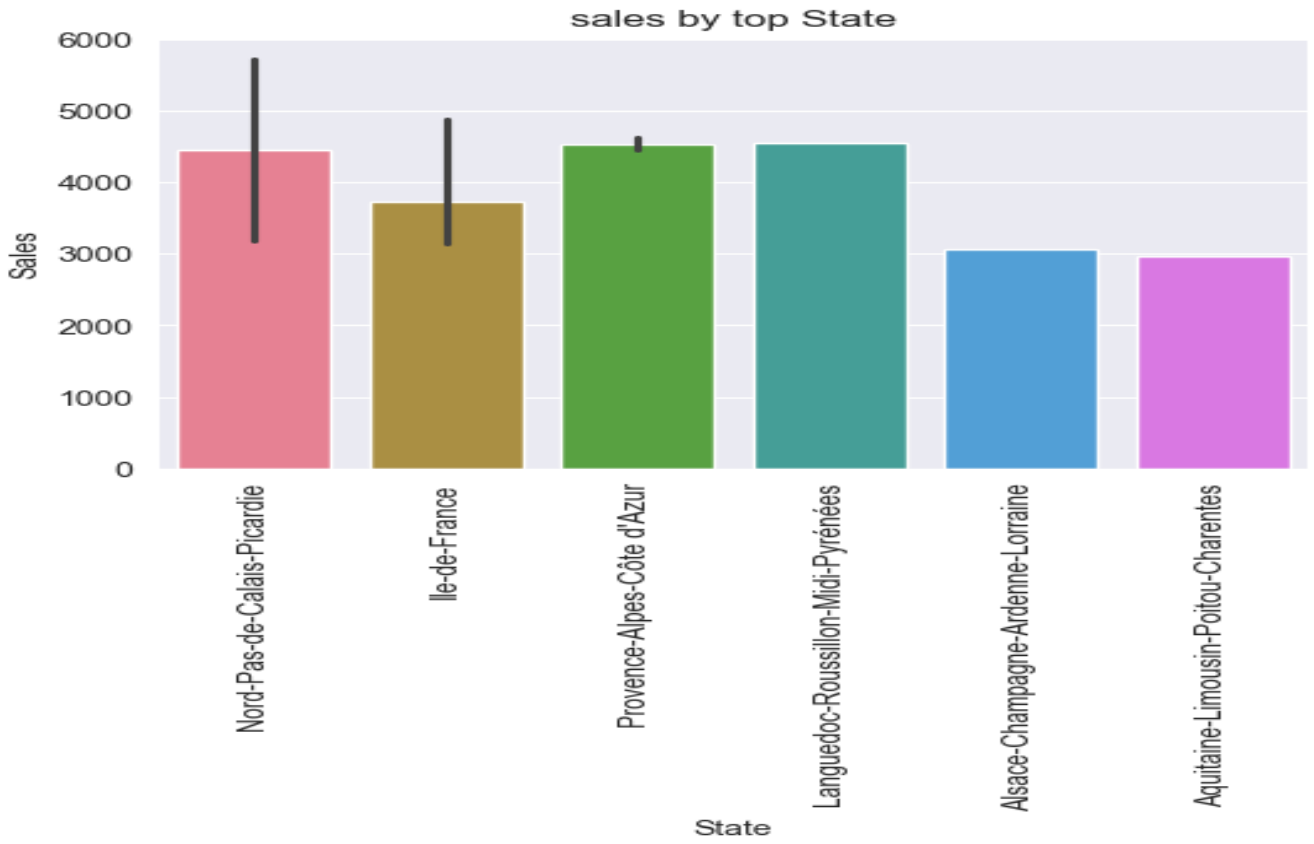
United State



Australia



France


sales by top State
6000
5000
4000
3000
2000
1000
0
Sales
Nord-Pas-de-Calais-Picardie
Ile-de-France
Provence-Alpes-Côte d'Azur
Languedoc-Roussillon-Midi-Pyrénées
Alsace-Champagne-Ardenne-Lorraine
Aquitaine-Limousin-Poitou-Charentes
State

Project Insights

- After analysis of data we can see that:
- We have made high sales in the western Europe,Central America,Oceania and Southeastern Asia Region.
- United States,Australia ,France,India and China these are the country where we have made high sale.
- Florida,Indiana and Washington are top state of united state where we made high sale and these are top selling category technology and office supply.
- South Australia,New south wales and Queensland top Australian states with high sale contribution and office supply,furnicher,techonology top selling category.

Conclusion

- To get more profit and grow our business we should advertise our high selling products(category).we could scale our number of shopes and products in that country and states of that country where we have made high sales and we should provide additional discount on that top selling products for customers who spend more amount.

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