

Sales Store Data Analysis



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February 14th, 2024
Group 1



Data Source

- Found from Kaggle
- Contains 18 columns and 9800 rows

<https://www.kaggle.com/datasets/rohitsahoo/sales-forecasting>

Needed Data Cleaning

- Removed unused columns
- Drop NA's
- Changed date formats
- Sorted rows by date
- Added new columns



Project Questions

Question #1

- Which categories are more popular?

Question #2

- What categories are the most popular during what times of the year?

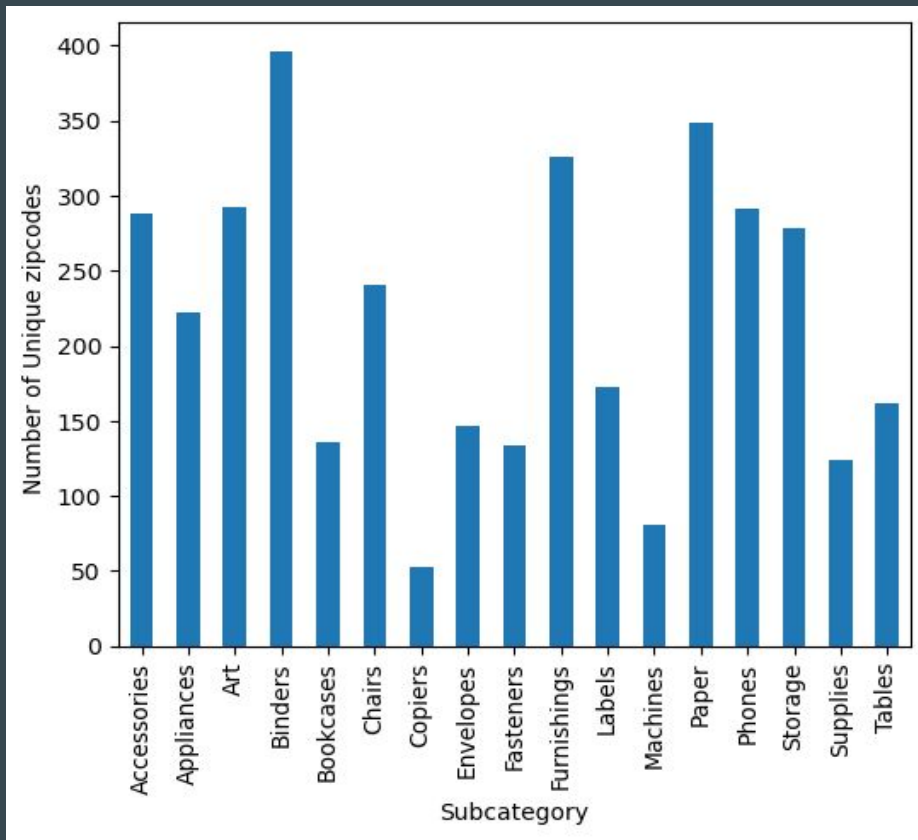
Question #3

- Where are the most orders being placed?

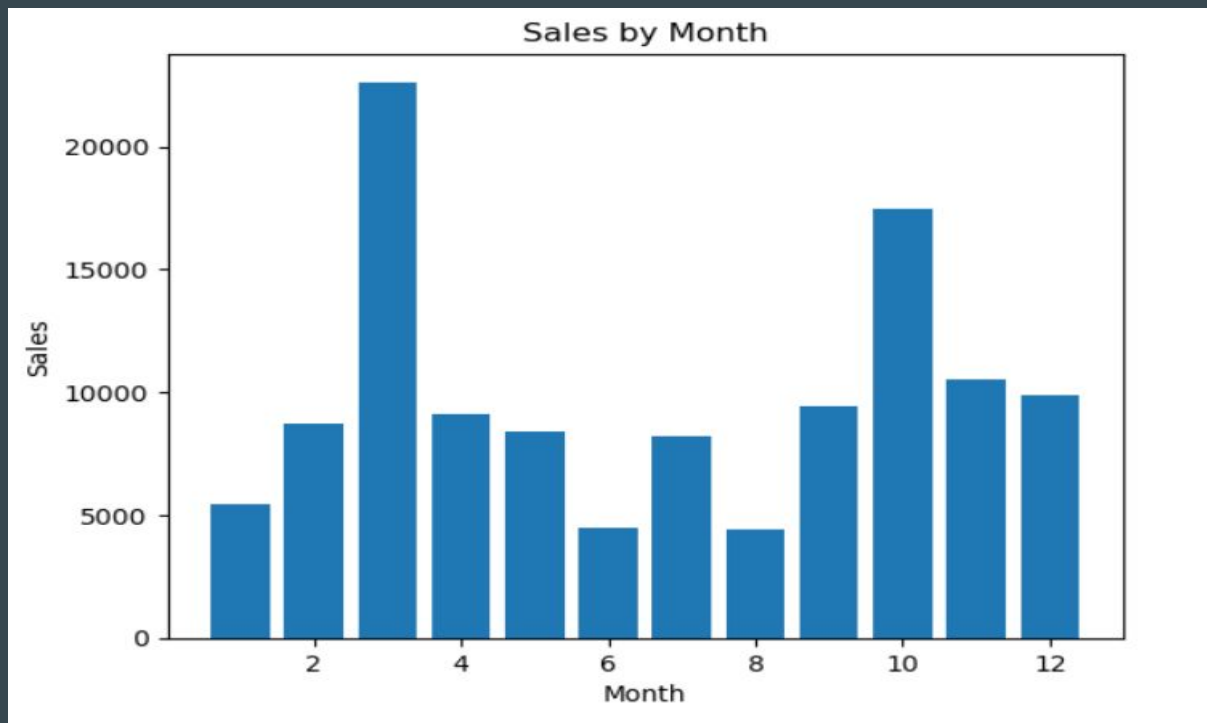
Question #4

- What is the difference between sales dollars and sales numbers?

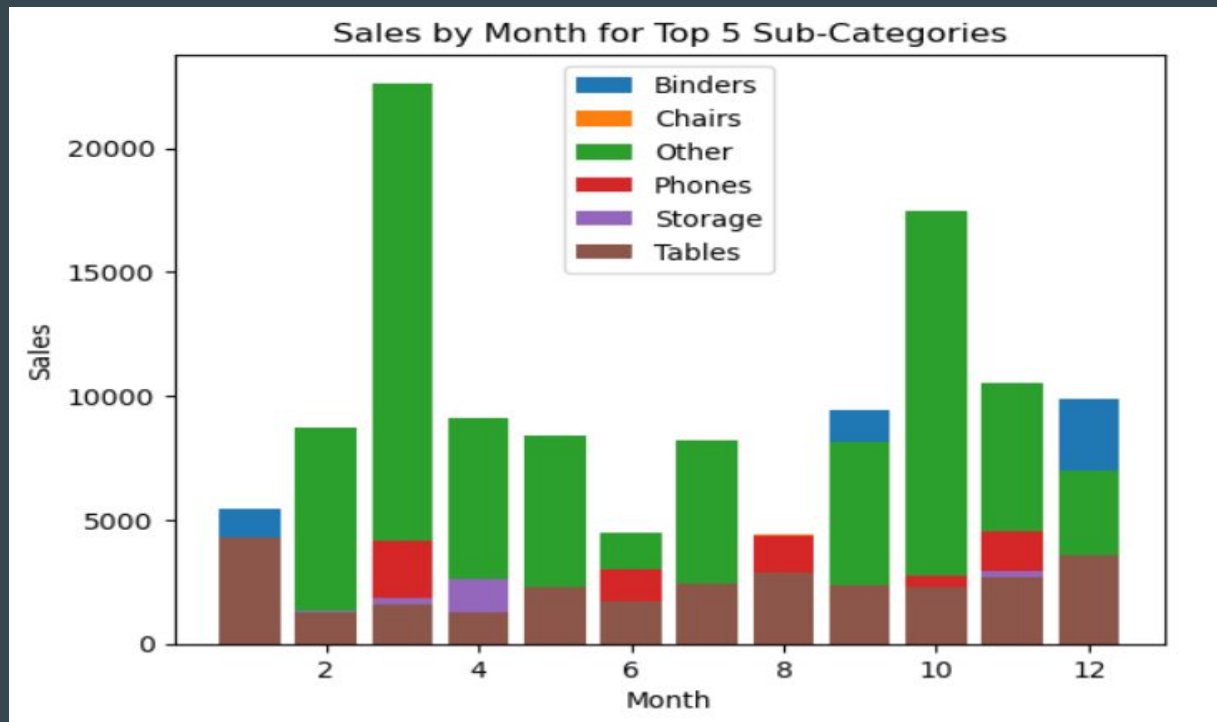
Question #1: Which categories are more popular?



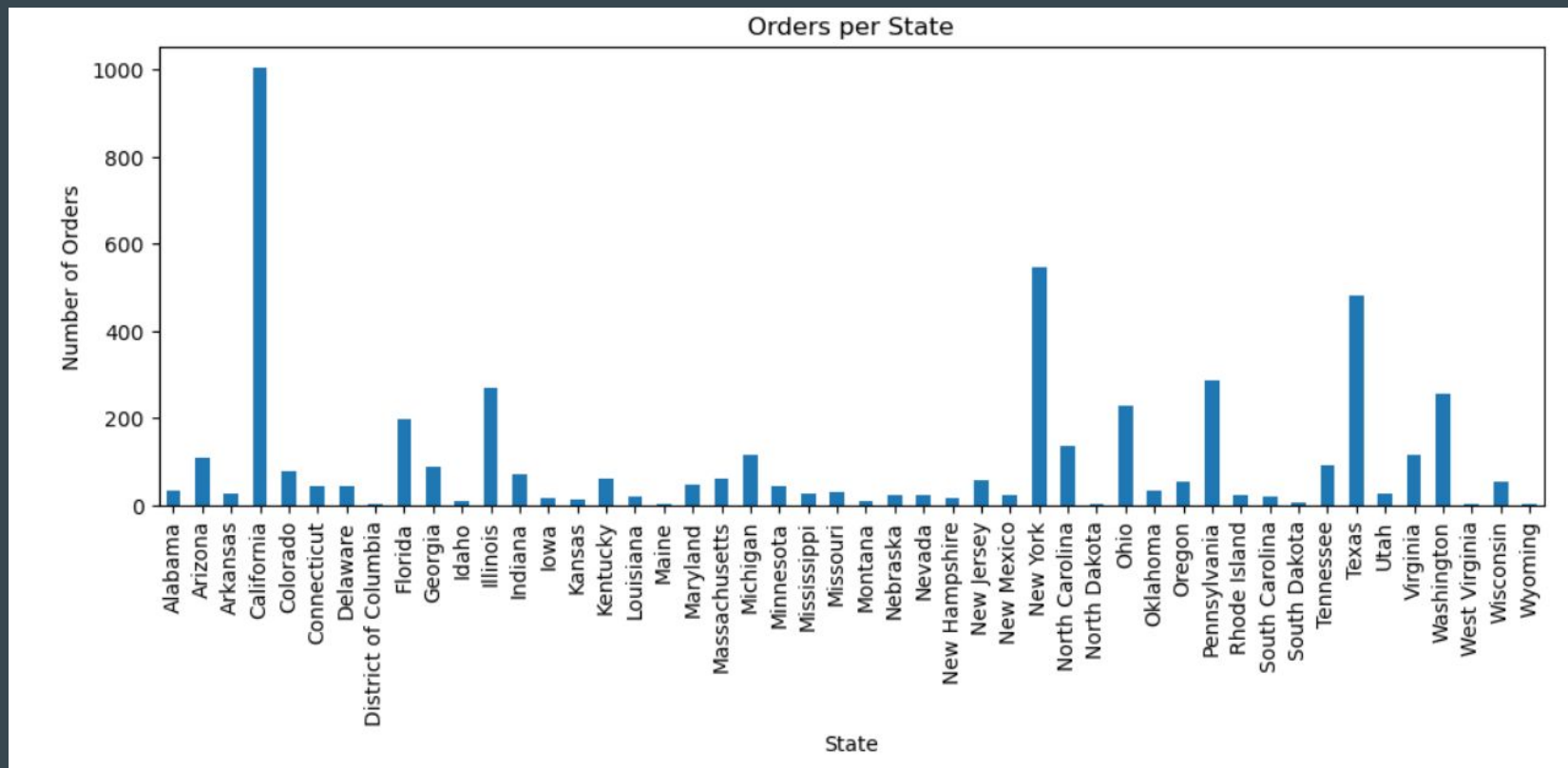
Question #2: What categories are popular at what time of year?



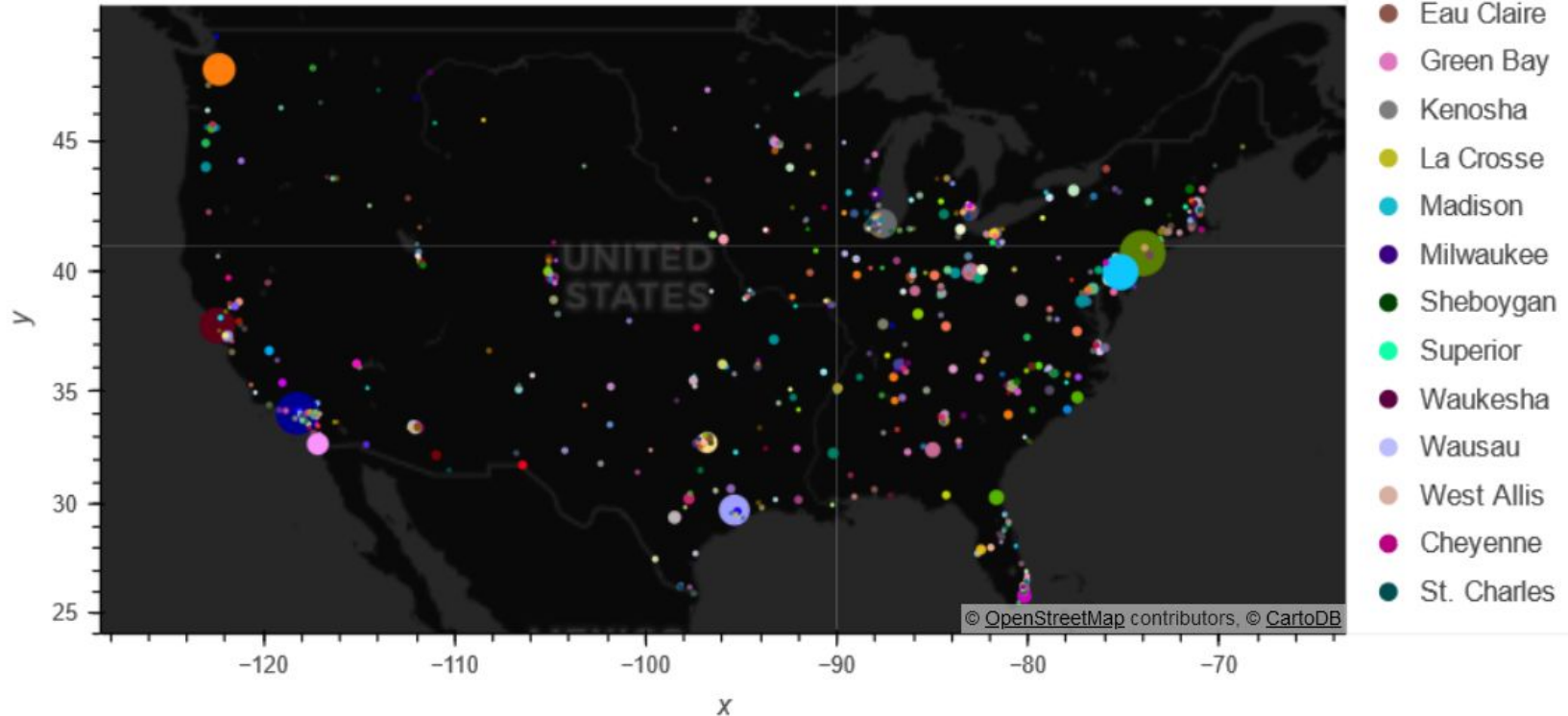
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Question #3: Where are most orders being placed?

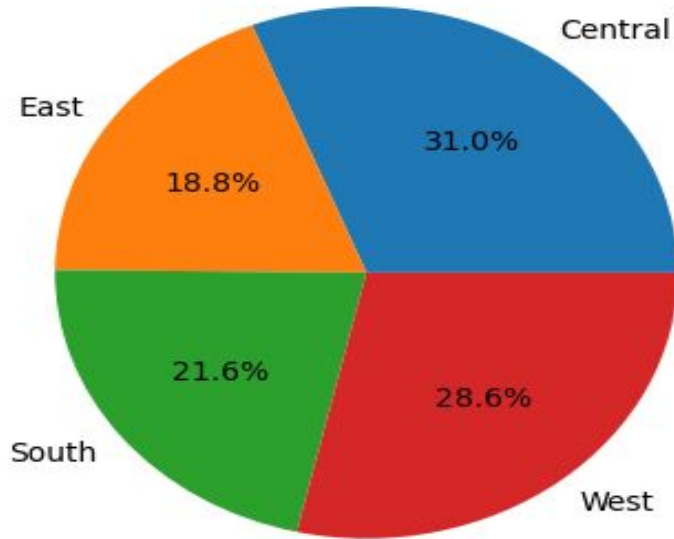


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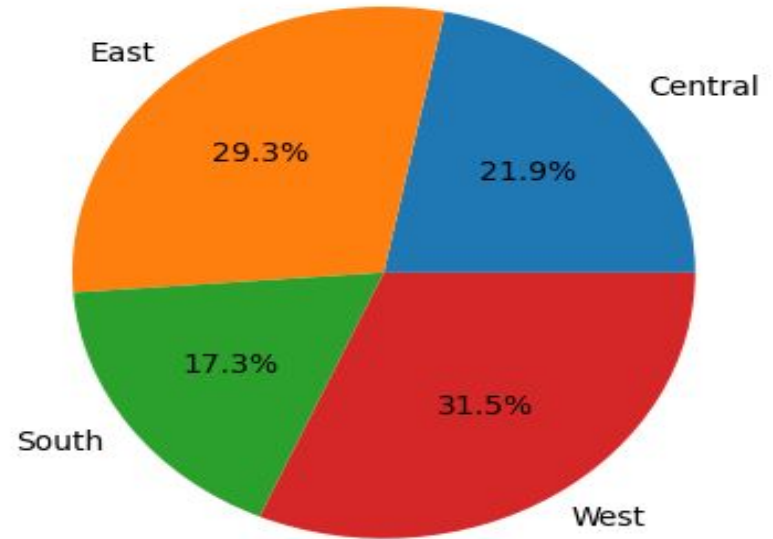


Question #4: What is the difference between sales dollars and sales numbers?

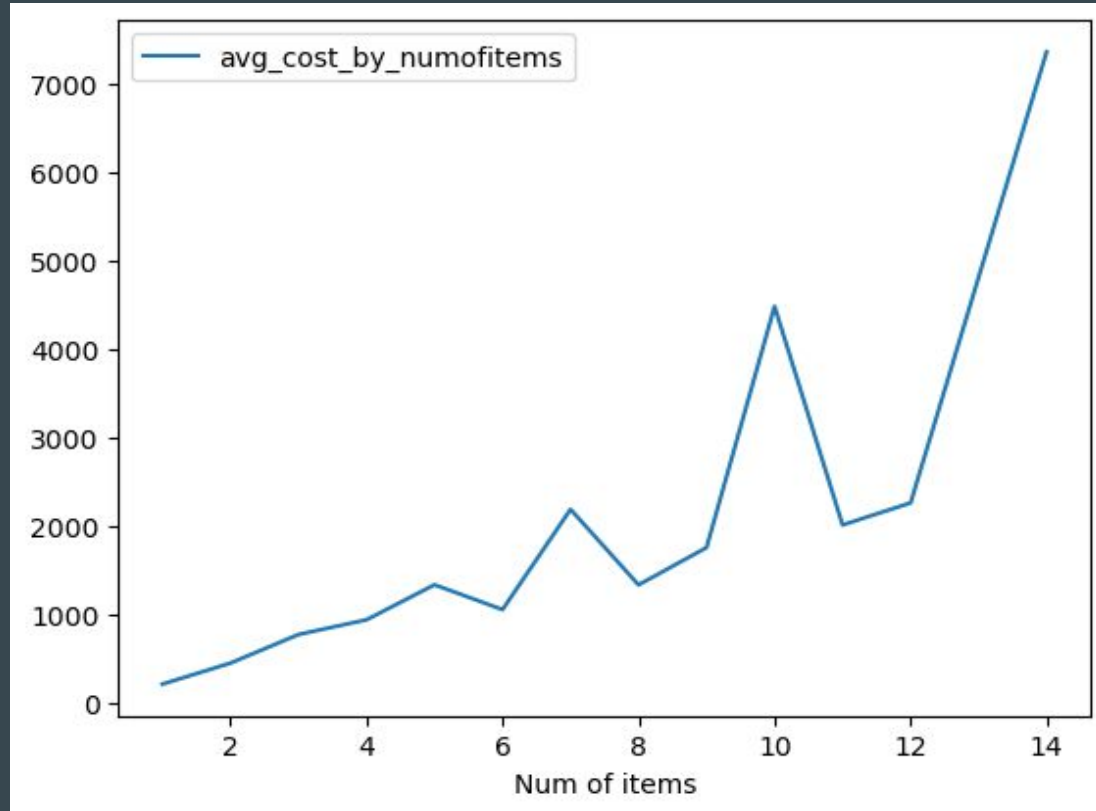
Sales by region



Sales \$ per region



Question #4: What is the difference between sales dollars and sales numbers?



Other questions to ask

- Conduct analysis on Customer Segments (Consumer, Corporate, Home Office)
 - How many sales are in each? How many customers are in each?
- Conduct analysis on individual products
 - Best products? Best products in regions? Best products certain times
- Conduct analysis on individual customer trends
 - What products do they like most?
- Analyze geographic trends vs population
 - Determine if high orders correlate with high population, or if there may be other factors driving sales.

Thank You!

Questions?