

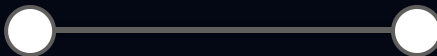


# Sales Analysis Dashboard

1/1/2019



1/1/2020



Total Sales

34.5M

Quantity Ordered

209.1K

Total Orders

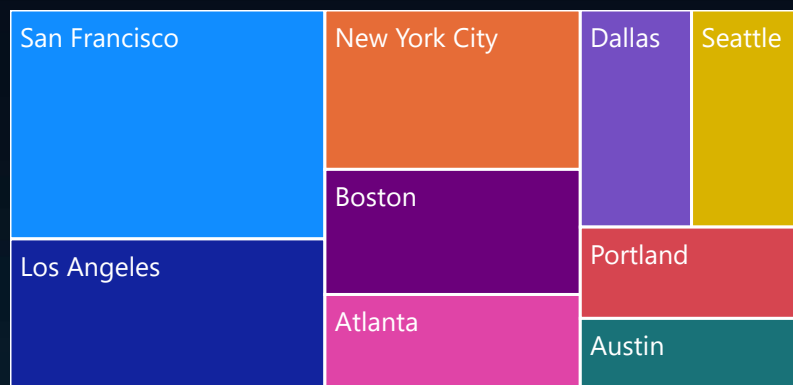
186.0K

City

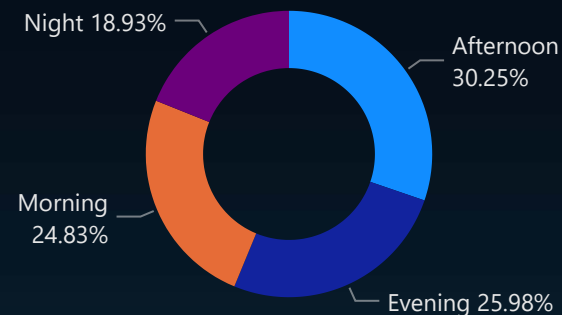
All



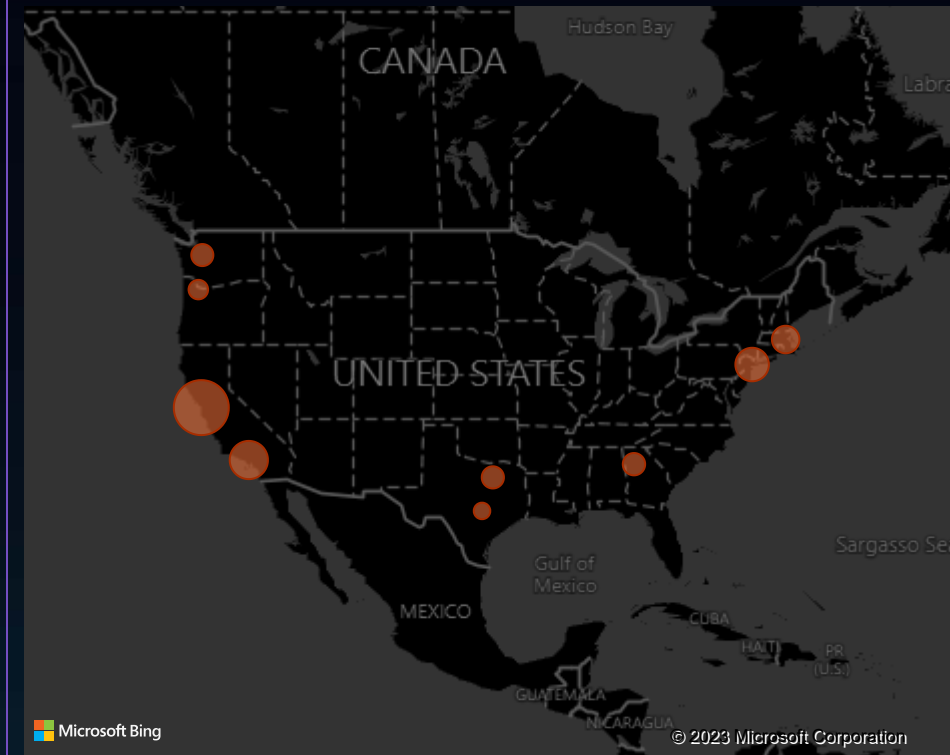
Sales by City



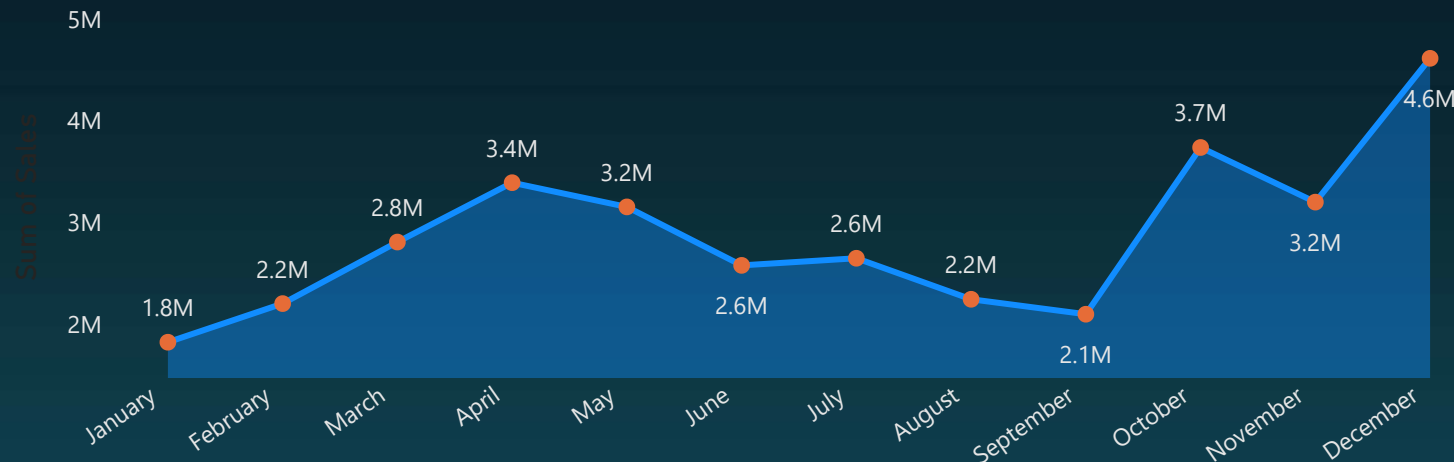
Orders by Time Category



Sum of Sales and Order Quantity by City



Sales by Month

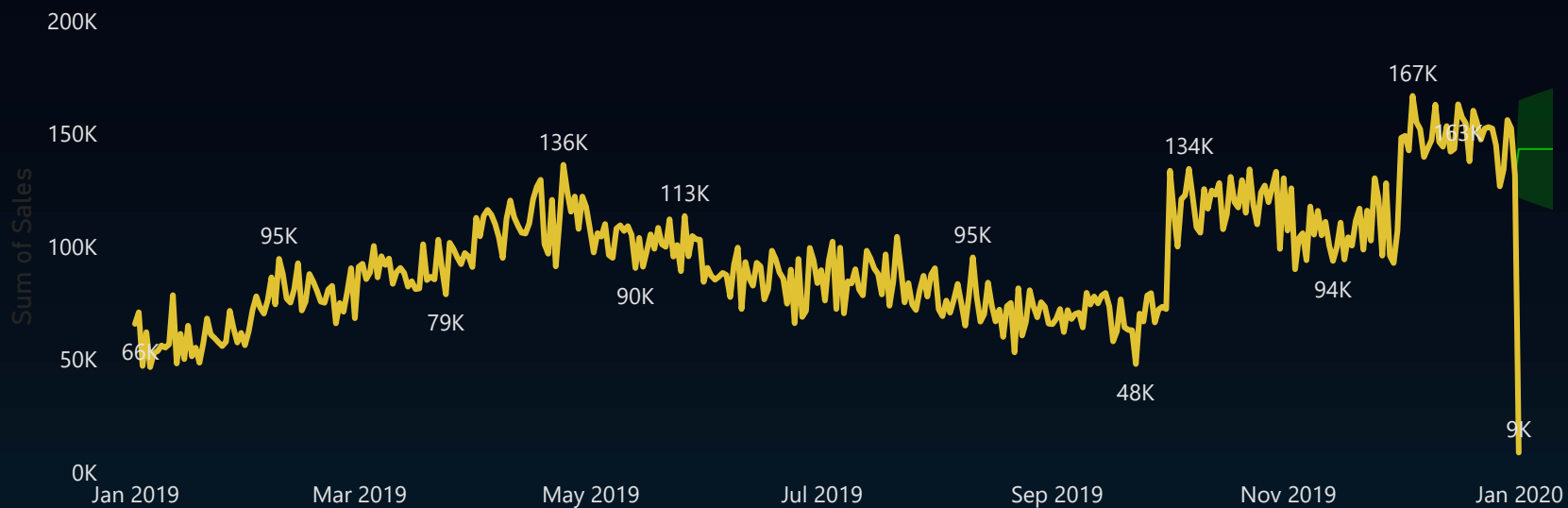


Top Selling Products

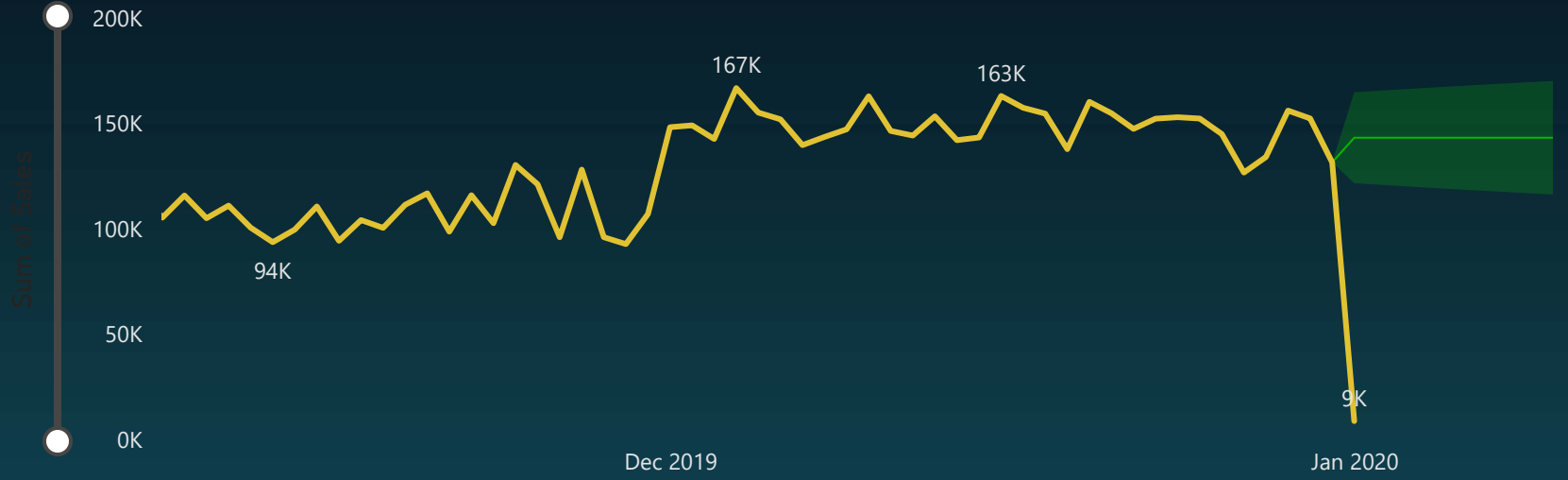


# Sales Forecast - 15 Days Forecast

Sales by Month



Sales by Month



Sales by City





## ★ KEY RECOMMENDATION ★

### 📌 Customer Support and Operational Efficiency:

Given the peak purchase hours in both the afternoon and evening, it's essential to have sufficient staff available during these times for excellent customer support and efficient order processing. Excellent CS during these hours can lead to repeat business. Consider running marketing campaigns and promotions specifically during these afternoon and evening hours to further boost sales.

### 📌 Regional Sales Analysis:

As San Francisco emerges as the leading sales city, we advise investing in a deep understanding of the factors contributing to this success. These valuable insights can then be applied to other regions to replicate the achievements. For cities with lower sales, like Austin, conducting comprehensive market research and revisiting marketing and sales strategies may help uncover growth opportunities. Customizing strategies to suit each region's unique characteristics and preferences is paramount.

### 📌 Product Prioritization:

Recognizing that MacBook Pro Laptop, iPhone, and ThinkPad Laptop are top-performing products, we encourage the continued prioritization and promotion of these items, especially during the forecasted high-sales months of February, March, and April. Exploring bundling options with complementary accessories or services can maximize sales potential. For less popular products such as LG dryer and LG washing machine, it's advisable to assess their viability in the product lineup. It might be more beneficial to reallocate resources to meet the demand for higher-performing products.

### 📌 Inventory and Seasonal Sales:

Given the historical sales data and the forecasted improvement in sales for next 15 days, we recommend proactive inventory management. Increase inventory levels for your best-selling products during these months to meet the anticipated demand. Implement targeted marketing campaigns to promote these products, and consider offering promotions and bundles to maximize sales. Additionally, plan well in advance for December, the peak sales month, by stocking up on popular holiday-season products. For January, when sales tend to dip, consider adjusting your inventory strategy by reducing stock levels for products with lower demand during this time while ensuring an adequate supply of products that might still be popular post-holiday. In anticipation of the August summer holiday season, maintain a well-stocked inventory of seasonal products. However, in September, when sales tend to dip, consider offering promotions or bundling products to stimulate sales.

### 📌 Dynamic Insights:

- \* The total sales figure of approximately **34,492,036** was achieved in the year **2019**.
- \* **San Francisco** emerged as the leading city in terms of sales, signifying its significance in the market.
- \* Customers tend to favor the **Afternoon** as their preferred time for making products purchases, indicating a noteworthy consumer behavior trend.
- \* A significant total of **185,950** orders were processed during the analyzed period.