

# Sales Data Visualization Using Python

Insights from Sales Transactions

Presented by: Omjee

# Dataset Overview

- Total Records: 2,823
- Columns: 25
- Time Span: 2003–2004
- Key Fields: ORDERDATE, PRODUCTLINE, SALES, COUNTRY, TERRITORY

# Sales by Product Category (Bar Chart)

- Insight: Top 3 product lines generated highest revenue
- Chart: Bar plot of PRODUCTLINE vs SALES

# Monthly Sales Trends (Line Chart)

- Insight: Sales peak in December; seasonal trend visible
- Chart: Line plot of monthly sales totals

# Revenue Distribution by Region (Pie Chart)

- Insight: Some territories dominate revenue share
- Chart: Pie chart using TERRITORY or COUNTRY vs SALES

# Order Value Distribution (Histogram)

- Insight: Most orders fall in the \$1,000–\$5,000 range
- Chart: Histogram of the SALES column

# Conclusion

- Product lines and regions with top performance identified
- Monthly trend helps in forecasting & planning
- Clear understanding of order value frequency
- Next Step: Predictive modeling or customer segmentation