

PRODUCT SALES ANALYSIS

Presented by

A.Kavipriya

J.L.Manovathi

G.Priyadharshini

B.Sweatha

Problem Definition

- The problem of product sales analysis involves examining and understanding the performance of products sold by a company or business over a specific period. This analysis aims to provide valuable insights to support decision-making, optimize inventory, improve marketing strategies, and enhance overall profitability.



Key Components:

- Data Collection
- Data Preparation
- Metrics
- Exploratory Data Analysis
- Segmentation
- Time Series Analysis
- Customer Behavior Analysis
- Reporting and Visualization
- Continuous Monitoring



Design Thinking -Analysis Objective

The objective of product sales analysis is to gain valuable insights and make data-driven decisions to improve the performance and profitability of a product or product line.

It including,

- Sales Performance Assessment
- Market Segmentation
- Demand Forecasting
- Customer Behavior Analysis
- Price Optimization
- Geographic Analysis
- Customer Feedback Analysis
- Seasonal and Trend Analysis



Design Thinking-Data Collection

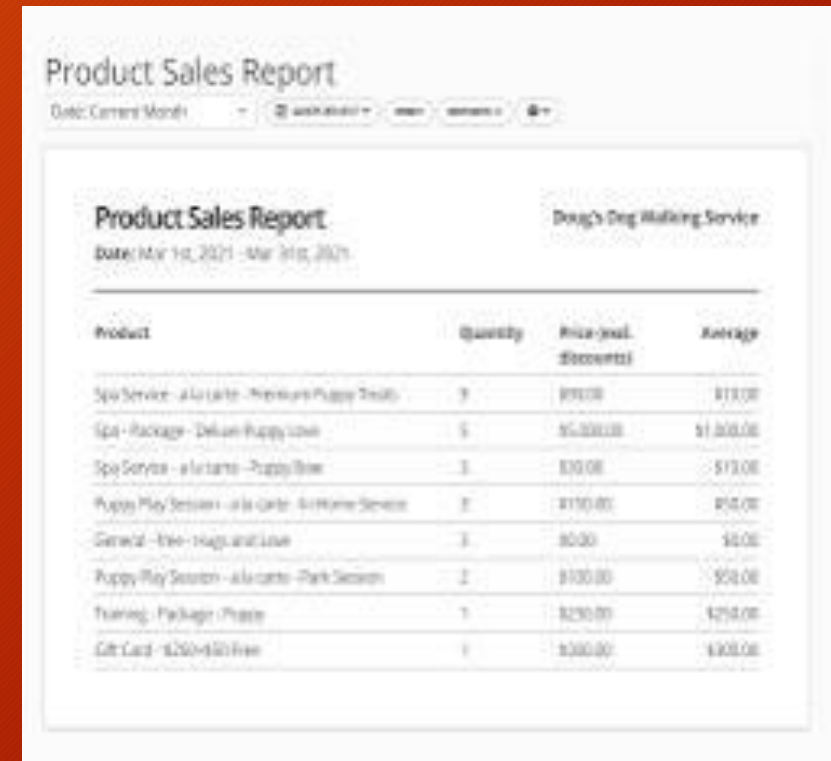
- Collecting data for product sales analysis is a critical step to gain insights into your business's performance.

Sales Records: Start with your sales records, which should include detailed information on each transaction.

Customer Data: If applicable, collect customer data to understand buying patterns and segment your customer base.

Marketing and Promotions Data: Gather data on marketing campaigns, promotions, and discounts that may have influenced product sales.

Customer Feedback and Reviews: Incorporate qualitative data from customer feedback, surveys, and product reviews.



The screenshot shows a web interface for a 'Product Sales Report' for 'Doggy Dog Walking Service'. It includes a date range filter set to 'Current Month' and a table with columns for Product, Quantity, Price (incl. discounts), and Average. The table lists various services like 'Spa Service', 'Puppy Play Sessions', and 'Gift Card' with their respective quantities and prices.

Product Sales Report			
Date: Current Month			
Product Sales Report			
Date: May 1st, 2021 - May 31st, 2021			
Product	Quantity	Price (incl. discounts)	Average
Spa Service - 45 minute - Premium Puppy Treats	3	\$390.00	\$130.00
Spa - Package - Deluxe Puppy Treats	5	\$5,500.00	\$1,100.00
Spa Service - 45 minute - Puppy Treats	3	\$390.00	\$130.00
Puppy Play Sessions - 45 minute - 45 Minute Session	2	\$110.00	\$55.00
General - Free - Hugs and Love	3	\$0.00	\$0.00
Puppy Play Sessions - 45 minute - Park Session	2	\$100.00	\$50.00
Training - Package - Private	1	\$250.00	\$250.00
Gift Card - \$250-\$500 Value	1	\$300.00	\$300.00

Design Thinking -Visualization Strategy

- Visualizations make complex data more understandable and actionable. Strategies are:
 1. Dashboard Overview
 2. Sales Trends Over Time
 3. Product Performance
 4. Product Category Analysis
 5. Sales by Location
 6. Customer Segmentation
 7. Marketing Impact
 8. Customer Feedback
 9. Mobile Responsiveness



Design Thinking -Actionable Insights

In a product sales analysis, actionable insights are crucial for making informed decisions and improving business performance. Here are some actionable insights you can derive from your analysis:

- Identify Top-Performing Products
- Stock Optimization
- Price Adjustments
- Product Improvement
- Cross-Selling Opportunities

This strategies that can be implemented to improve product sales, customer satisfaction, and overall business performance



Thank you