

Technical Report: Preliminary Analysis of Sales Dataset

Introduction

This technical report aims to provide a preliminary analysis of the provided dataset. The dataset includes several numerical and categorical features. The purpose of this review is to identify initial insights that can guide more in-depth analysis in future stages.

Dataset Overview

- **Number of Columns:** 25
- **Number of Rows:** 2,823
- **Categorical Data:** 21 columns
- **Numerical Data:** 4 columns

Key Metrics

- **Total Sales:** \$10.03 million
- **Quantity Ordered:** 99,070 units
- **Average Sales per Order:** \$3,553
- **Average Price per Unit:** \$83.65
- **Average MSRP (Manufacturer's Suggested Retail Price):** \$100.72

Data Description:

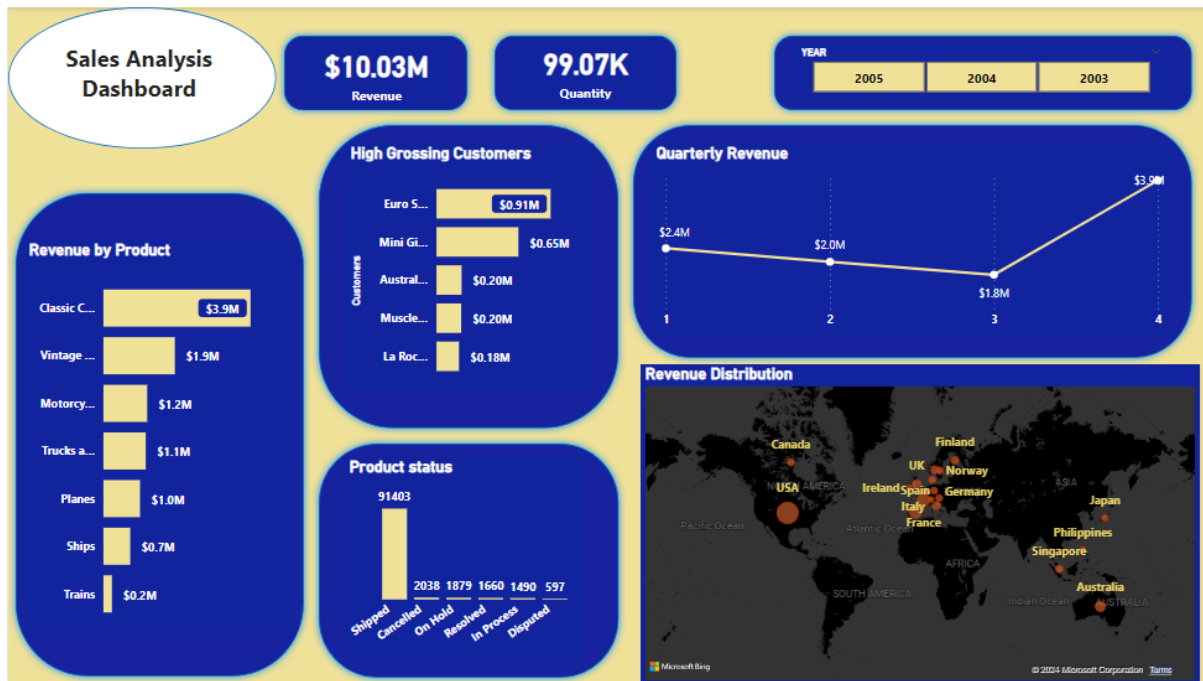
The dataset contains the company's sales information for a three-year period (2003, 2004, and 2005), with the 2005 data covering only the first and second quarters. Sales revenue is contributed by seven different product lines. The "STATUS" column indicates the current status of each product order (shipped, cancelled, on-hold, resolved, in-process, disputed). The dataset also includes the order dates for each product.

Customer information, such as names, addresses, city, country, and postal codes, is also available. Additionally, the revenue generated by each customer is categorized in the "DEALSIZE" column, which classifies the deals as large, medium, or small.

Below is a dashboard summarizing the key information from the dataset:

1. **Total Sales Over Time:** Shows the sales trends over the three-year period.
2. **Sales by Product Line:** Highlights the contribution of each product line to total sales.
3. **Order Status Distribution:** Illustrates the proportion of orders in different statuses.
4. **Geographic Revenue Contribution:** Maps revenue contributions by country.

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Conclusion

Several insights have been drawn from the initial analysis:

- Price vs. MSRP:** The difference between the average unit price (\$83.65) and the manufacturer's suggested retail price (MSRP) (\$100.72) suggests that bulk purchases and discounts may play a significant role in sales strategies.
- Geographical Contribution:** The United States has contributed approximately 36% of the total revenue, indicating a significant market influence.
- Seasonal Trends:** The fourth quarter consistently shows high revenue generation, likely due to seasonal festivities.

Recommendations

- Geographical Analysis:** Further analysis should explore why the United States significantly influences revenue generation. Understanding these factors could help enhance revenue generation strategies in other regions.
- Status Impact:** Investigate the impact of various order statuses (cancelled, on-hold, resolved, in-process, disputed) to understand their effects on overall sales performance and identify areas for process improvement.