

Global Sales Analysis

This project aims to transform raw business data into actionable insights, identifying trends, patterns, and opportunities for improvement through financial analysis.

Dataset and Objectives Overview

Insights and Goals from Financial Dataset Analysis

- **Dataset Composition**
The 'Financial Sample.xlsx' includes sales, profit, customer segment, product, country, and discount data.
- **Understanding Structure**
Identify the dataset's structure to uncover any potential data quality issues.
- **Exploratory Data Analysis (EDA)**
Conduct EDA to discover insights and trends within the financial data.
- **Visualization of Findings**
Create visual representations of key findings for clearer communication.
- **Actionable Recommendations**
Formulate recommendations based on insights to drive business improvement.

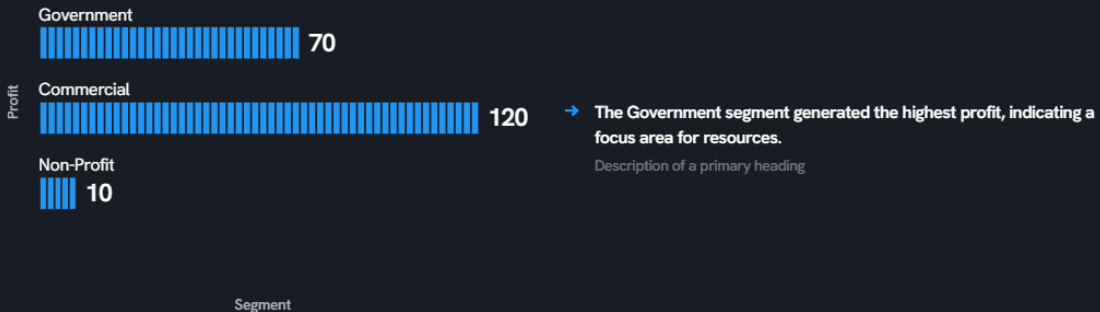
- **Highest Profit Customer Segment**
Identifying which customer segment brought in the most profit helps focus marketing efforts.
- **Sales Trend Over Months**
Analyzing sales trends monthly reveals patterns and areas for improvement.
- **Top-Selling Country**
Determining which country sold the most units informs global sales strategies.
- **Product Sales Comparison**
Comparing sales across different products aids in inventory and marketing strategy decisions.
- **Discount Distribution**
Understanding how discounts were distributed helps gauge pricing strategies and customer response.

Key Business Questions Driving Analysis

Exploring critical questions for strategic insights

Segment Profitability Analysis Overview

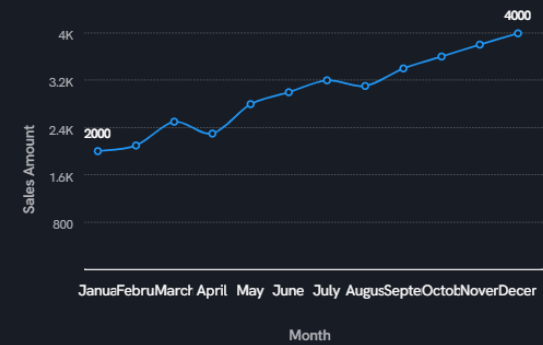
Identifying the Most Profitable Market Segment



Internal Financial Analysis Q1 2023

Analysis and Visualizations: Sales Trend

Identifying Patterns and Seasonality in Sales

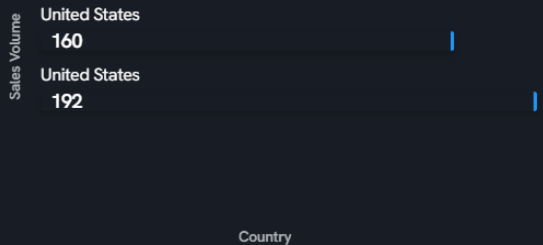


Source: Companies Market Cap

- Sales consistently increase over the year.
- Seasonal peaks in sales are evident.
- Optimizing inventory can enhance performance.

Analysis of Country Sales Performance

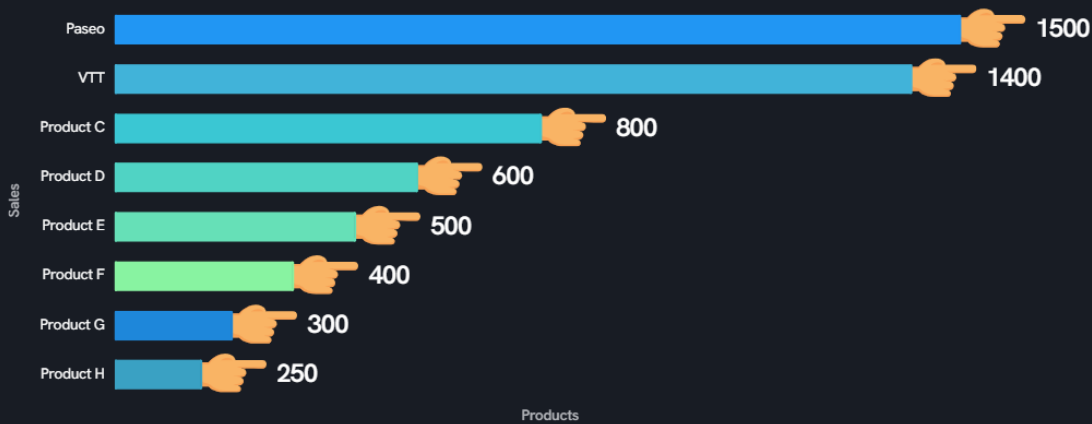
Identifying the Top Sales Country Globally



Sales data for the year 2023

- The United States leads in sales volume globally.

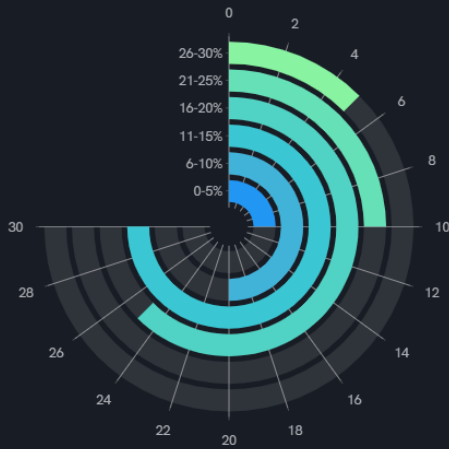
Product Sales Performance Comparison



Source: Companies Market Cap

Analysis of Discount Distribution Practices

Exploring the Range of Discounts Offered



Key Insights and Recommendations

Transforming insights into strategic actions

Government segment is the most profitable.

Focus on maximizing efforts in this segment to enhance profitability.



Sales show an increasing trend with potential seasonality.

Utilize historical sales data to predict future trends and adjust inventory accordingly.



United States is the highest-performing country.

Prioritize marketing strategies and resources in the U.S. for better engagement.



Paseo and VTT are the top-selling products.

Leverage these products in promotions to boost overall sales.



Discounts are typically in the 0-20% range.

Evaluate pricing strategies to maximize revenue while remaining competitive.

