

SALES DASHBOARD

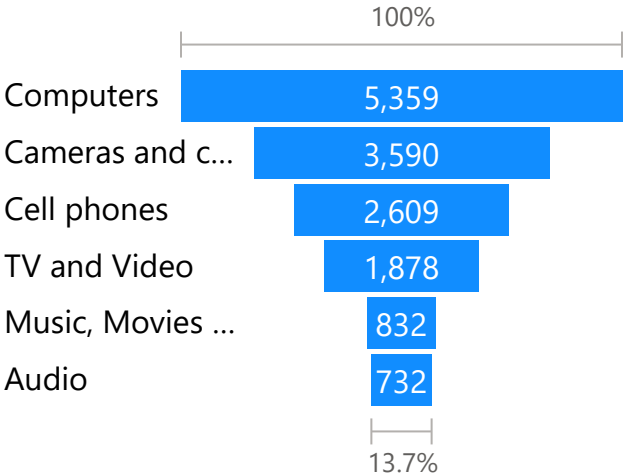
FULL INSIGHT

Total Order
15,000

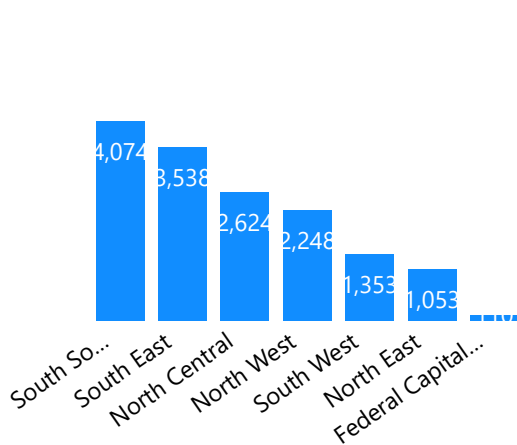
Avg. Unit Price
¥ 297

Avg. Unit Cost
¥ 124

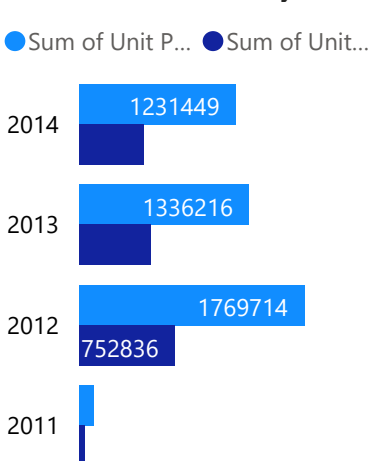
Total Order by Product Category



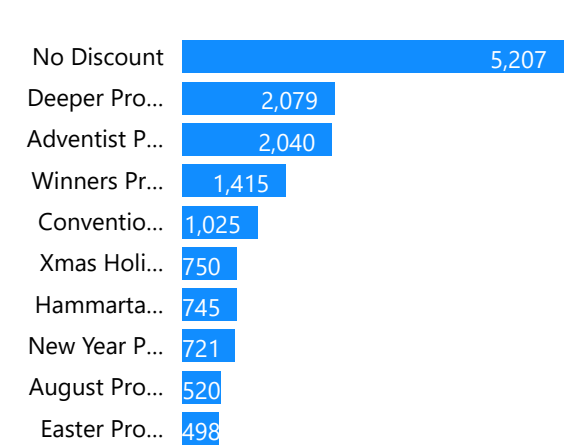
Total Order by Zone



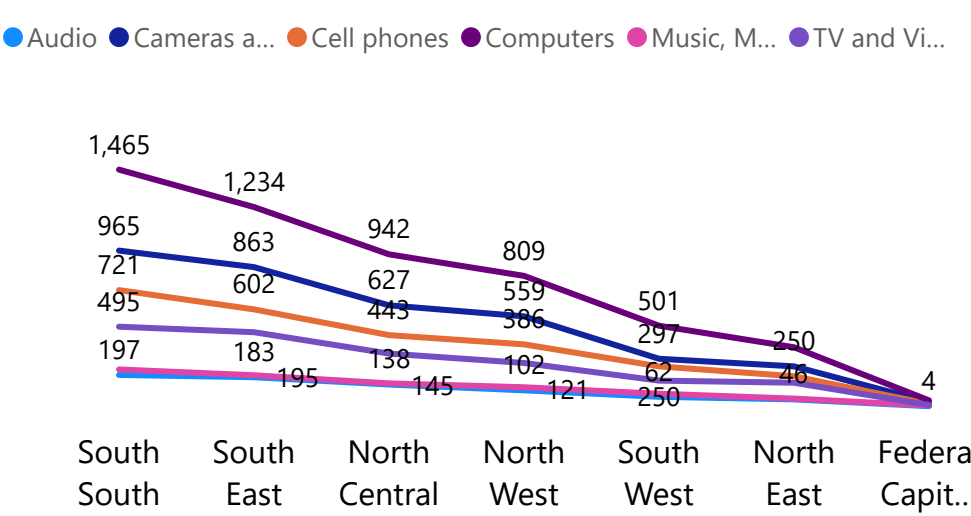
Sum of Unit Price and Sum of Unit Cost by Year



Total Order by Promotion Name



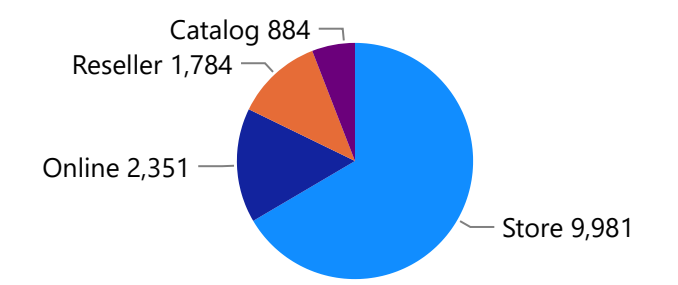
Total Order by Zone and Product Category



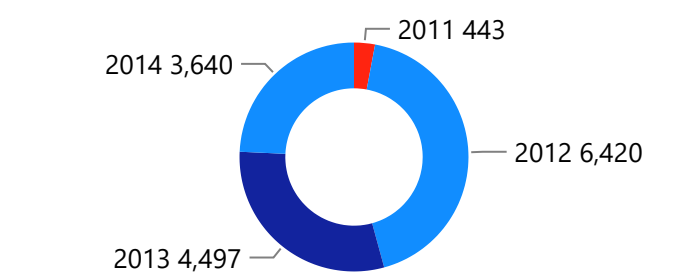
Month Total Order %GT Total Order

Month	Total Order	%GT Total Order
April	1,349	8.99%
May	1,346	8.97%
September	1,340	8.93%
March	1,333	8.89%
October	1,268	8.45%
January	1,254	8.36%
June	1,251	8.34%
December	1,234	8.23%
November	1,228	8.19%
July	1,179	7.86%
August	1,152	7.68%
Total	15,000	100.00%

Total Order by Channel



Total Order by Year



Introductions

Welcome to a comprehensive sales data analysis, where I present a detailed overview of a business's performance across various channels, product categories, quantity order date, name of promotion method, and geographic zones.

Sales analytics is the practice of generating insights from sales data, trends, and metrics to set targets and forecast future sales performance. Sales analysis is mining your data to evaluate the performance of your sales team against its goals. It provides insights about the top performing and underperforming products/services, the problems in selling and market opportunities, sales forecasting, and sales activities that generate revenue.

Data Explorations

The key elements that shape the sales data, including;

Channel :-Channel is how the product is delivered to the customers.

Order Date :- This is the date the customer is requesting the order be shipped.

Order ID :- An Order ID is the number system assign to each product by the company uses exclusively to keep track of orders.

Quantity Ordered :- Ordered Quantity is the total item quantity ordered in the initial order.

Product Category :- This is the grouping of the product according to how they are related.

Promotion Name:- This is the method used for the advertised the product.

State:- State from which the order products are requested.

Unit Cost :- The cost of each products.

Unit Price :- The price of each products.

Zone :- The region from which the ordered products are made.

The Target of this study

A target market analysis is an assessment of how your product or service fits into a specific market and where it will gain the most.

Task of the study:

Q1: What Year had the highest number of Order? How many quantity was Ordered that Year?

Q2: What month had the highest number of Order? How many quantity was Ordered that month?

Q3: What Zone had the highest number of Order?

Q4: What advertisement Organization is the best for the promotion of the product?

Q5: What products are most often Ordered together (Product Category)?

Q6: What product ordered the most? Why do you think it ordered the most?

Q7: What Channel had the highest number of Order?

Data Preparation

Data preparation is the act of manipulating raw data into a form that can readily and accurately be analyzed. It is a pre-processing step in which data from one or more sources is cleaned and transformed to improve its quality before its use in business analytics.

Data Analysis

Data Analysis is the process of systematically applying statistical or logical methods to describe and illustrate data.

Conclusion

2012 was the best year that had the most order quantity, which was 6,420, compared to other years. The best month that had the most order quantity is April in the visualization which has a record number of 1,349 ordered quantities. The Zone that has the most ordered quantity data in the visualization is the South South, with total ordered quantity reaching 4,074. The best place to promote the quantity is No Discount because, it has the highest number of ordered quantity (5,207). It was observed that, products categorized under Computer has the highest number of ordered quantity (5,359). The product categorized under Computer is identified to be the most ordered product because it was the one that has the highest number of ordered product throughout the all Zones.

Recommendations

My recommendation is that if you want to promote the product promote it in No Discount product promotion, because there is an increase in the number of orders using No Discount product promotion. Products that are often ordered simultaneously is product categories under Computer with 5,207 orders. The best Channel to be using is Store, because there is an increase in the number of orders.

THANKS.

TIMOTHY ADEKUNLE

Total Order

15,000

Avg. Unit Price

~~₦~~ 297

Avg. Unit Cost

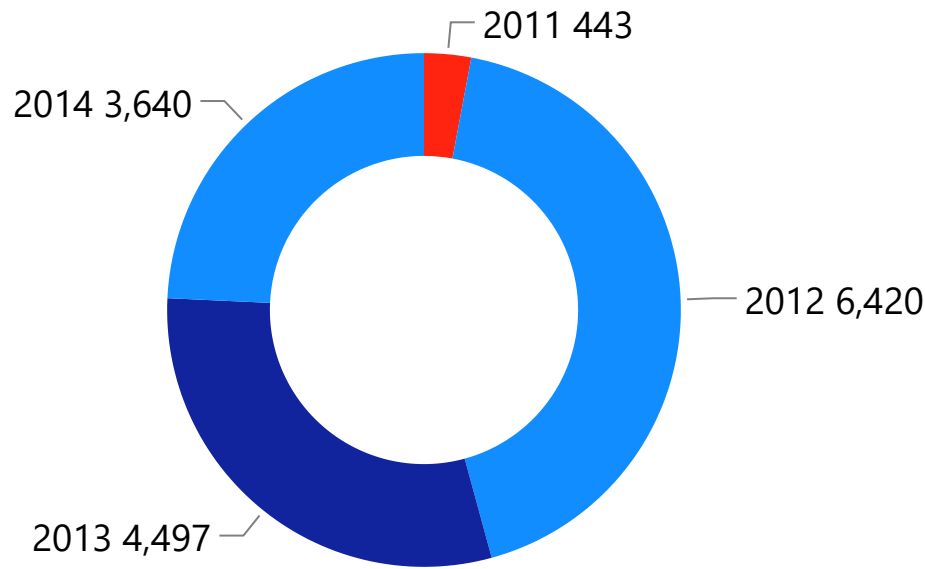
~~₦~~ 124

Interpretation

The total number of the ordered quantity is 15,000. Also, the Average number of Unit Price is (#297) and the of Average number of Unit Cost is (#124).

Q1: What Year had the highest number of Order?
How many quantity was Ordered that Year?

Total Order by Year



Interpretation

The Year that has the highest order of quantity is Year 2012 with (6,420) ordered quantity. Followed by year 2013 with (4,497) ordered quantity. Followed by year 2014 with (3,640) ordered quantity. while year 2011 has the lowest ordered quantity (443).

Q2: What month had the highest number of Order?
How many quantity was Ordered that month?

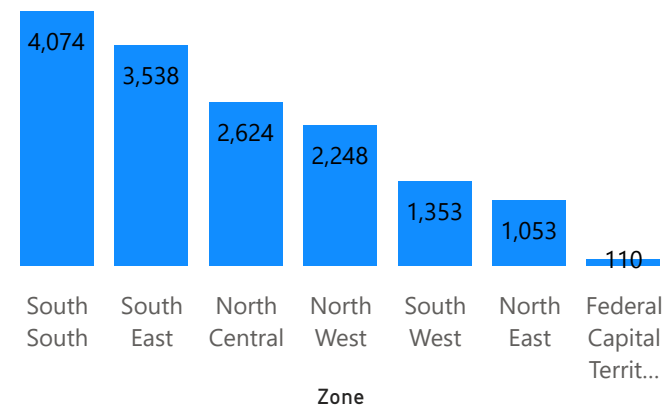
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January	1,254	8.36%
June	1,251	8.34%
December	1,234	8.23%
November	1,228	8.19%
July	1,179	7.86%
August	1,153	7.69%
February	1,065	7.10%
Total	15,000	100.00%

Interpretation

The the month with highest order of quantity is April with (1,349) ordered quantities. while February has the lowest ordered quantities (1,065).

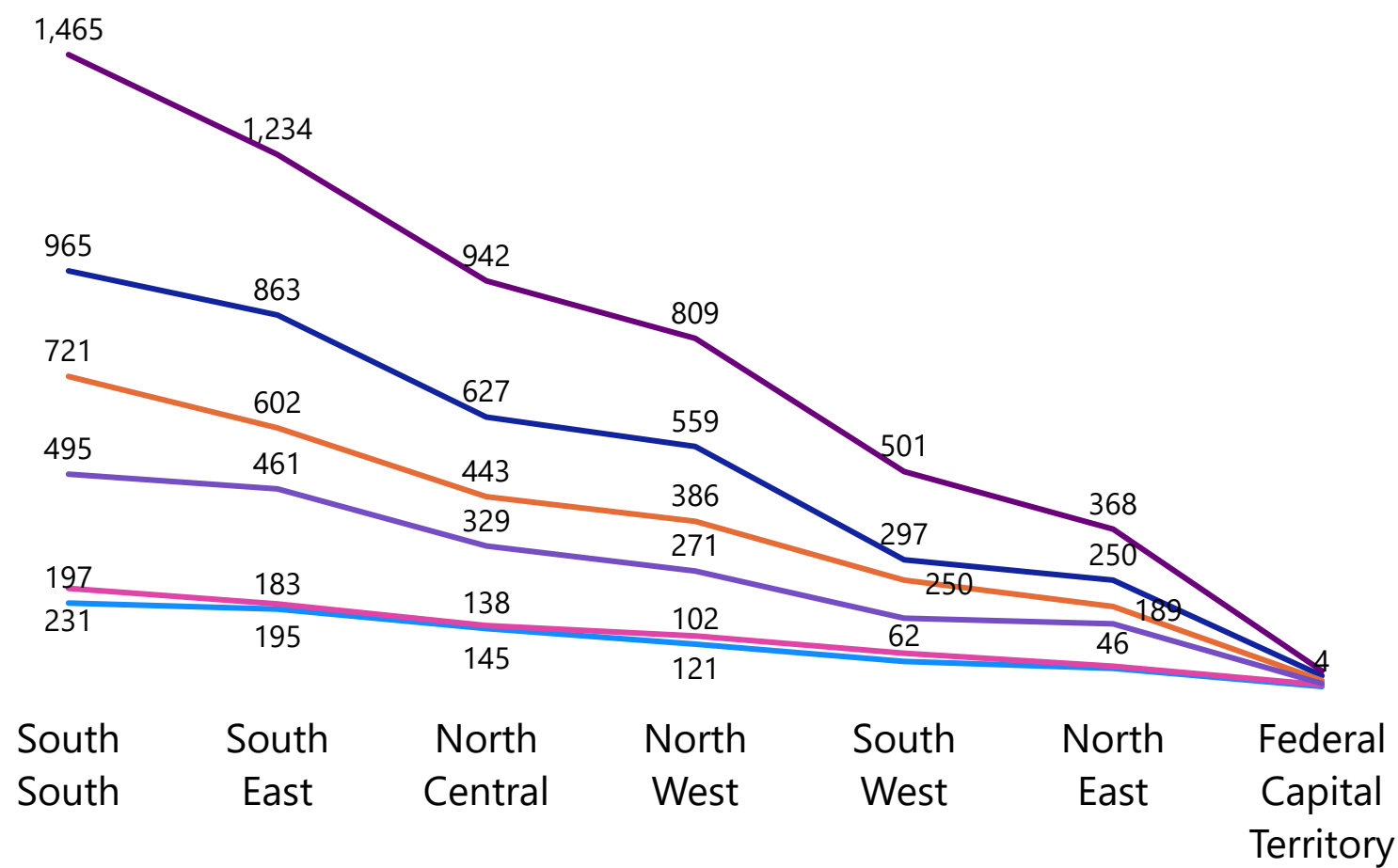
Q3: What Zone had the highest number of Order?

Total Order by Zone



Total Order by Zone and Product Category

Audio Cameras and camcorders Cell phones Computers Music, Movies and Audio Books TV and Video



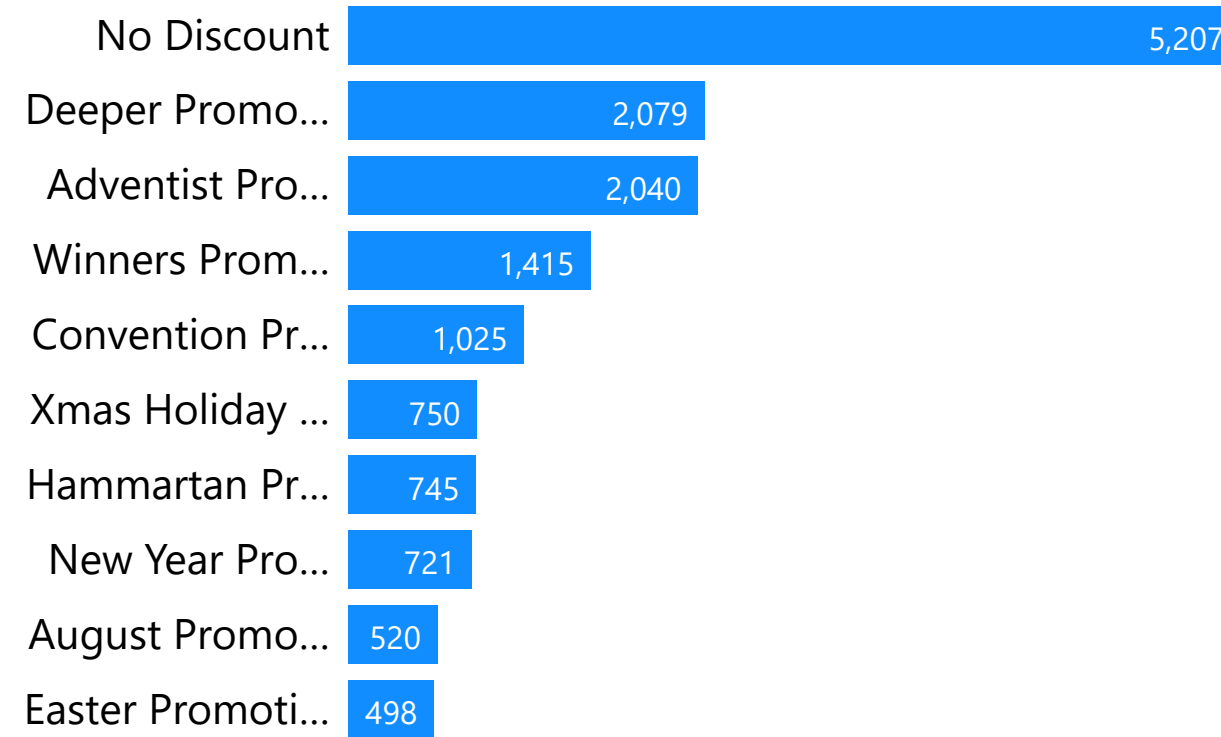
Interpretation

The Zone that has the highest Quantity order is South South (4,074). Followed by South East (3,538). Followed by North Central (2,624). Followed by North West (2,248). Followed by South West (1,353). Followed by North East (1,053). While Federal Capital Territory (110).

Also, it was observed that, from the Total order by Zone and Product Category, Product categorized under Computer has the highest number of ordered product throughout the Zone.

Q4: What product promotion organization is the best for the promotion of the product?

Total Order by Promotion Name

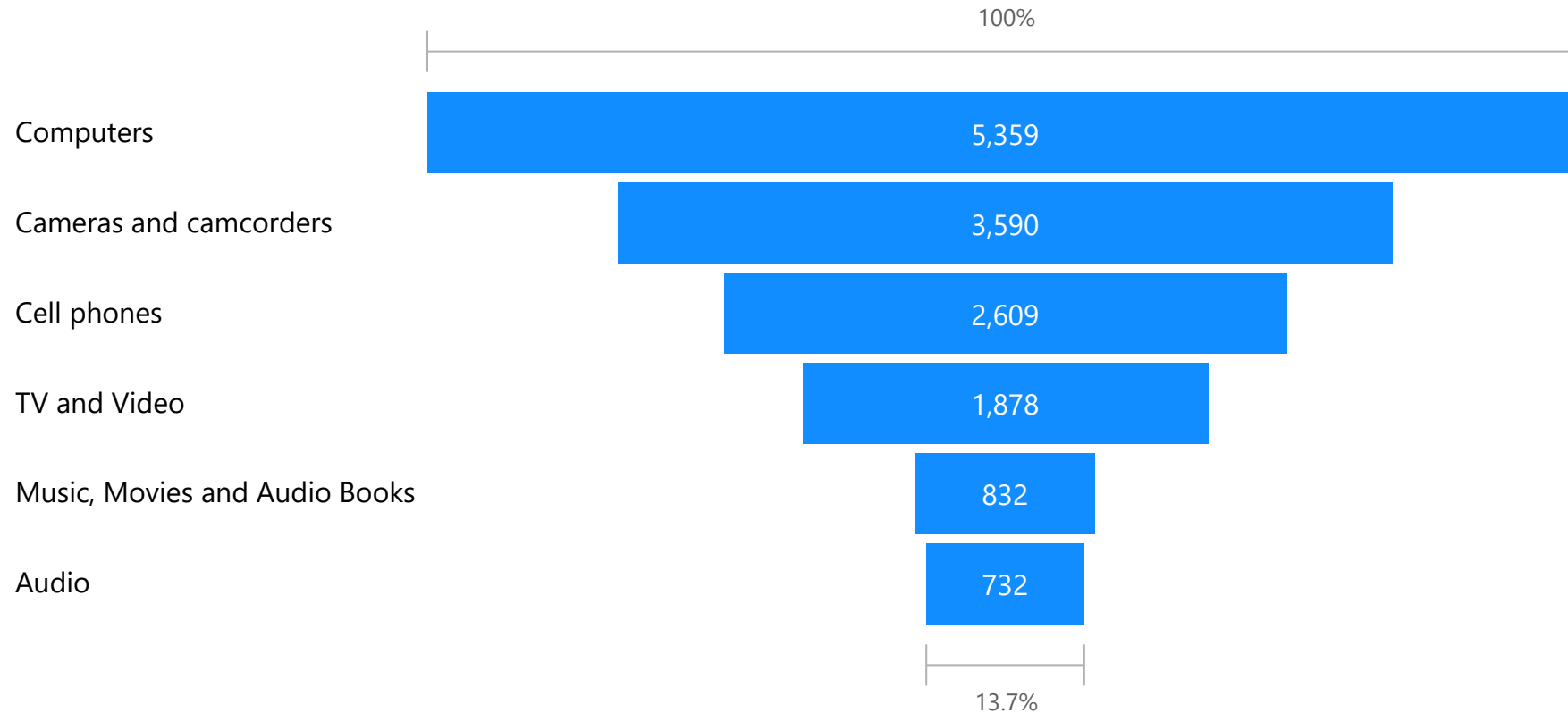


Interpretations

The best place to promote the quantity is **No Discount** because, it has the highest number of ordered quantity (5,207) compared to order product promotion method.

Q5: What products are most often Ordered (Product Category)?

Total Order by Product Category



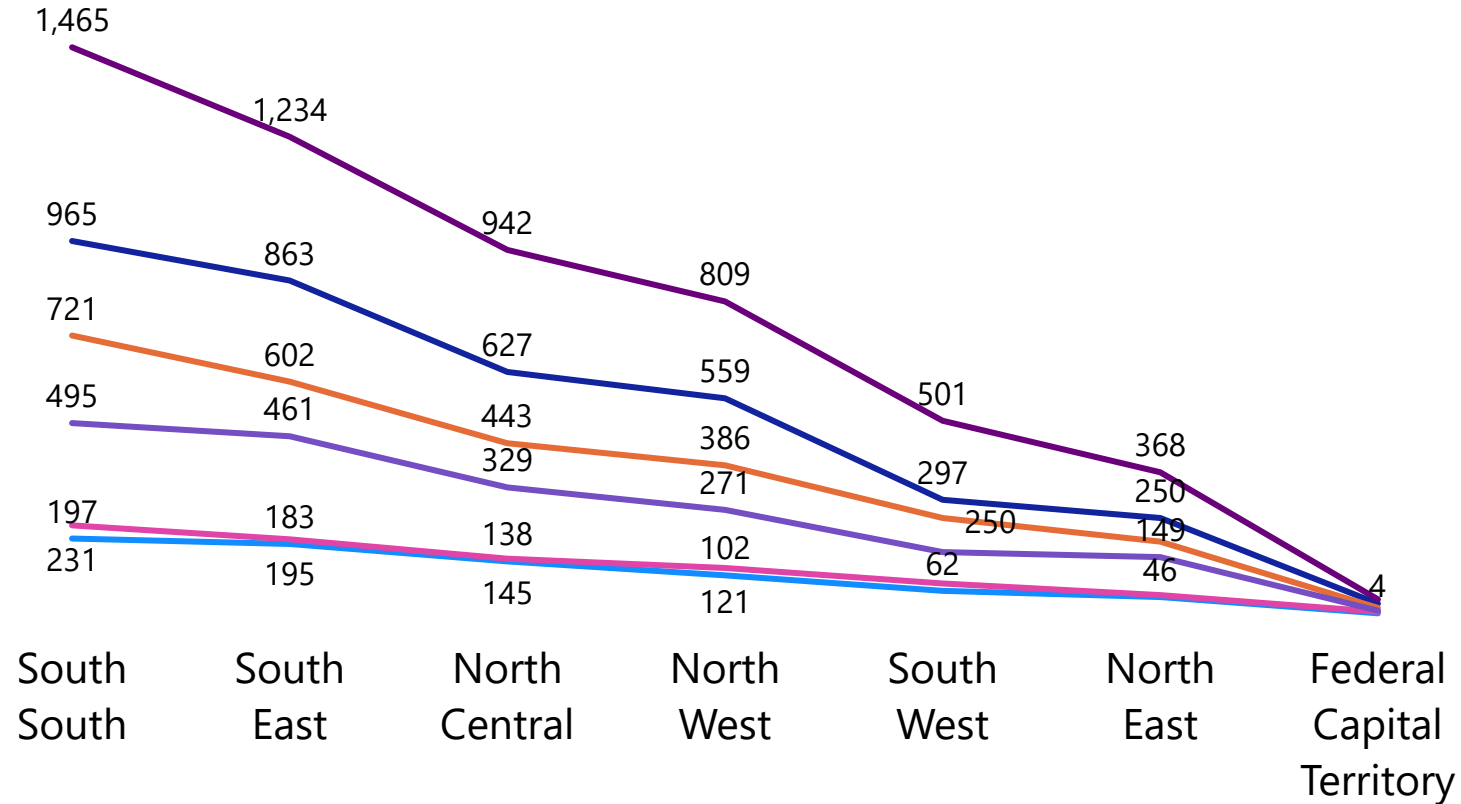
Interpretation

It was observed that, products categorized under Computer has the highest number of order quantity (5,359). Followed by product categorized under Cameras and camcorders (3,590). Followed by product categorized under Cell phones (2,609). Followed by product categorized under TV and Video (1,878). Followed by product categorized under Music, Movies and Audio Books (832) While product categorized under Audio (732) has the least number of ordered product.

Q6: What product ordered the most? Why do you think it sold the

Total Order by Zone and Product Category

● Audio ● Cameras and camcorders ● Cell phones ● Computers ● Music, Movies and Audio Books ● TV and Video

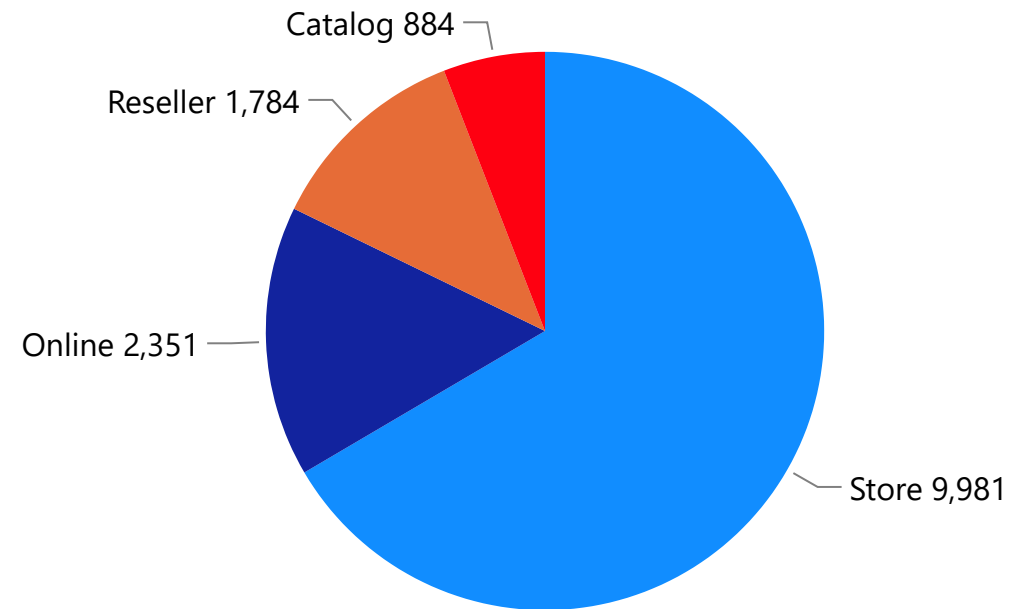


Interpretation

The product categorized under Computer is identified to be the most ordered product because it was the one that has the highest number of ordered product throughout the all Zones.

Q7: What Channel had the highest number of Order?

Total Order by Channel



The best Channel that has the highest number of ordered quantity is Store, which has 9,981 orders.