Case Study

**Goal of the analysis**

The objective of this analysis was to evaluate sales performance, identify top-selling products, and determine the most profitable regions to improve business decision-making.

**Issues found and Fixed**

1. Formatted the "Order Date" column to ensure consistency.
2. Converted numeric fields (Sales, Profit) to currency format.
3. Rounded up the numeric fields to ensure consistency.
4. Extracted the month of the year and quarters of the year.

**Sales Performance Summary**

**Top-Performing Categories**

1. **Clothing -** $77,658,510
2. **Electronics -** $77,502,391
3. **Home and Kitchen -** $77,409,868

**Top-Performing Products per category**

**Clothing**

1. **Jean (**$15,575,908**)**
2. **Sweater (**$15,575,886**)**
3. **Shoes** ($15,549,195**)**

**Electronics**

1. **Laptop (**$15,567,804)
2. **Smartphone (**$15,530,223**)**
3. **Headphones (**$15,489,654**)**

**Home and Kitchen**

1. **Coffee Maker** ($15,558,937**)**
2. **Vacuum Cleaner** ($15,501,173**)**
3. **Toaster (**$15,467,761**)**

**Premium**, **Regular** and **Whole Sale** contributed equally to sales performance with **Whole Sale** being the Highest with 34% ($103,501,891)

**Regional Sales Summary**

**South** generated the highest sales while the **East** generated the lowest.

### **Key Insights & Recommendations**

**Sales Performance & Strategic Recommendations**

1. **Home and Kitchen Category:**

* **Coffee Maker** lead sales, indicating strong demand.
* Consider expanding inventory and increasing marketing efforts in this segment.

1. **Electronics Category:**

* **Headphones, Laptops, and Smartphones** show strong sales, reflecting high consumer demand.
* Strengthen inventory and promotional campaigns for these products.

1. **Clothing Category:**

* **Jeans, Sweater and Shoes** show strong sales.
* Additional investment in this category could further boost sales.

1. **Regional Strategy:**

* **East region** requires enhanced sales strategies to maximize sales.
* Implement targeted marketing campaigns and localized promotions to drive revenue growth in this area.