Introduction and Business Objective

- **Objective**: The company lacks a data-driven understanding of revenue changes across months and product categories.

- **Goal**: determine the company's monthly revenue and the top 5 products that contribute the most to the total revenue

Data Preparation

- **Dataset Overview**: an Excel dataset outlining index, order ID, date, status, fulfillment, sales channel, ship service level, category, size, amount, and courier status

- **Data Cleaning**
  - **Date Formatting**:
    - Changed dddd-mmmm-yyyy format to mmmm format
  - **Handling Missing and Irrelevant Data**:
    - Initial filtering and format changing in Excel sheet
    - Deeper cleaning and formatting in Power Query
    - Deleted irrelevant columns (index, status, fulfillment, sales channel, ship service level, size, and courier status)

Monthly Revenue Analysis
- **Revenue Aggregation**:
  - Inserted the cleaned dataset into Power Query to create a new table
  - Created a new column, grouped sum(category) and item(order ID), and named the new column "TotalRevenue"
  - divided them to get total revenue (putting this data into a new column titled "Average Object Value"
- **Monthly Revenue**:
  - Inserted the dataset into a pivot table that organized it into categories and total revenue
  - Added slicers for months
- **Key Observations**:
  - Revenue is increasing over time
  - March is underperforming in terms of revenue
    - Indicates possible poor product sales

Product Revenue Analysis

- Inserted the original cleaned dataset into a pivot table with sums of total revenue, sales amounts, and total items sold, as well as product categories
- Inserted a bar graph for visualisation of the top performing products in terms of total revenue
- **Key Observations**
  - Sets outperformed all other products, making up almost half of the revenue
    - Indicates too much focus on this product (problematic if competition wins or issues occur in production)
    - Solution:
      - Nurture adjacent items (expand variety of sets)
      - Cut products that generate too little revenue

Key Insights and Recommendations

Insight	Recommendation	Impact
Revenue peaked in April and was lowest in March	Enhanced promotions and collaboration with other retail businesses for joint offers	Expanded customer base and market reach, increasing sales and improving revenue
Sets far outperformed other products, indicating too much reliance on it for driving revenue	Shift sales focus to build up other products	Improving sales of other products, improving their contribution to revenue growth and decreasing over-reliance on one product