

SALES ANALYSIS BY SPECIAL OCCASIONS



Presented By: **Geraldyn Paola**



What is the project about?

For this Excel project, I used data from a company that sends gifts for different special occasions.

During the analysis, I focused on answering the following questions:

- What is the company's total revenue?
- How long does it take for orders to be delivered?
- Which are the best-selling products?
- What do customers buy the most and in which cities?
- Which occasions generate the most revenue?







Problem Description



My goal was to analyze sales performance across various special occasions, to identify revenue, understand customer behavior and preferences, and determine the most popular products by city and occasion.



Data Cleaning and Analysis Process



Data Preparation (Power Query)

Cleaned data: Deleted duplicate data, replaced missing or null values, filtered out irrelevant or incorrect data, and added headers.

Transformed columns: Extracted months and hours, calculated delivery days.

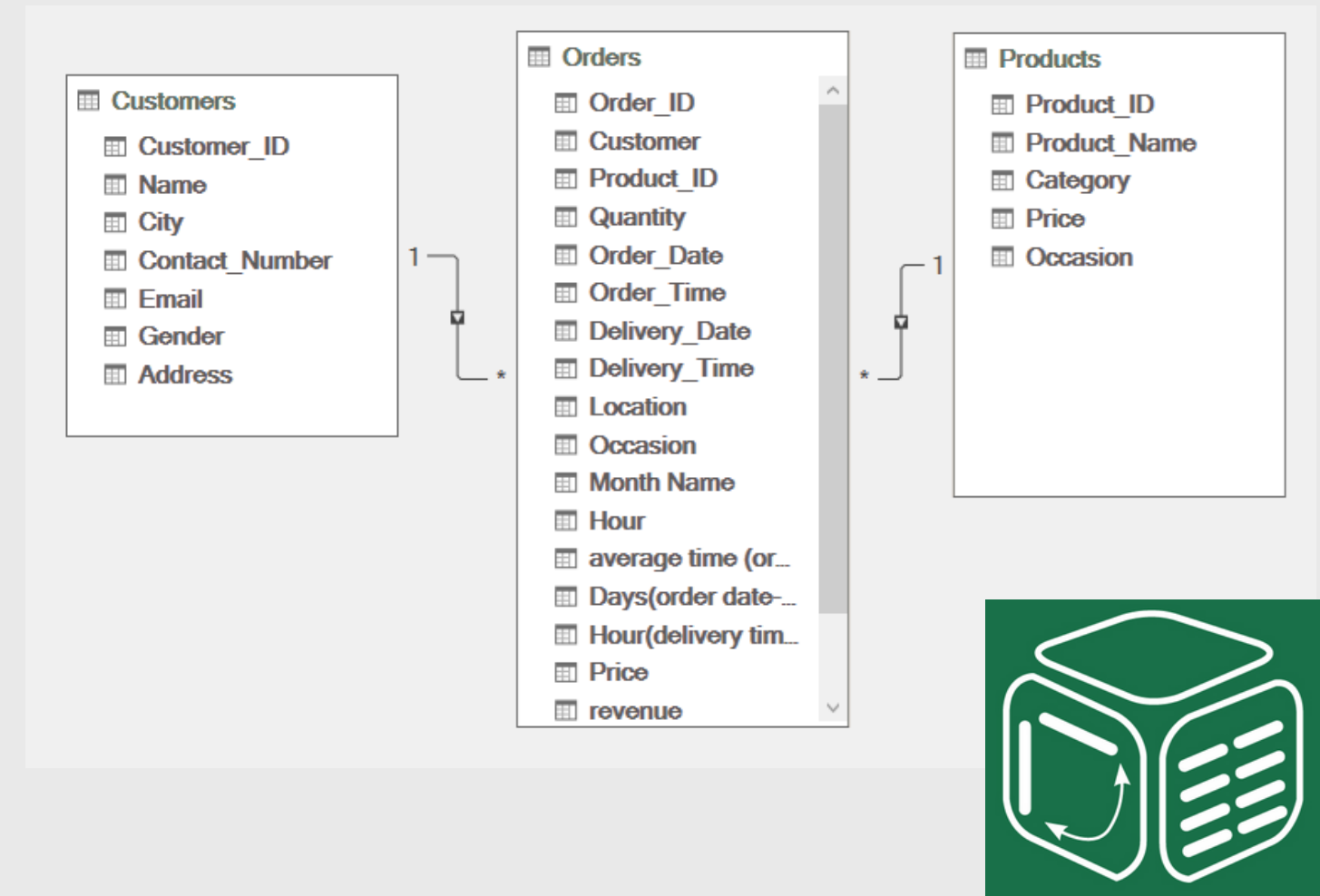
Merged tables (Merge Queries) to relate Orders and Products.

Converted data types: formatted prices and dates.



Data Modeling (Power Pivot):

- Created relationships between tables (star model).
- Enabled tables in the data model for dynamic analysis.
- Added columns and measures for calculations such as total revenue and average delivery time.



Analysis and Visualization (PivotTables and Dashboards)

- Calculated key KPIs (revenue, spending, monthly performance).
- Identified top products and cities.
- Compared revenue and popularity by occasion.
- Analyzed order quantity vs. delivery time.
- Used slicers and timelines for filtering.



Tools and Formulas Used ✨

- ✓ **Power Query** – for cleaning and transforming data.
 - ✓ **Power Pivot** – for data modeling and creating relationships.
 - ✓ **PivotTables, Slicers, and Timelines**– for interactive analysis and visualization.
 - ✓ **Charts** – for visual representation of KPIs.
-
- ✓ **SUM** – total revenue calculation.
 - ✓ **AVERAGE** – average customer spending.
 - ✓ **DATEDIFF** – order and delivery days difference.
 - ✓ **CORREL** – relationship between order quantity and delivery time.
 - ✓ **COUNT** – total number of orders or products.



Ethical AI Use

Highlight the importance of ethical considerations in data analysis, such as data privacy, accuracy, and transparency in the use of algorithms.



- ✓ AI helps analyze data and automate processes.
- ✓ It is key to respect data privacy and accuracy.
- ✓ Avoid biases and discrimination in algorithms.
- ✓ Use AI in a transparent and responsible way.



Thank You Very Much

I want to thank you for accompanying me throughout this process. It has been a valuable experience, and I am very happy to be able to share this project with you.

[Access the project on GitHub](#)