

Budget Sales

By
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BUDGET SALES ANALYTICS

INTRODUCTION

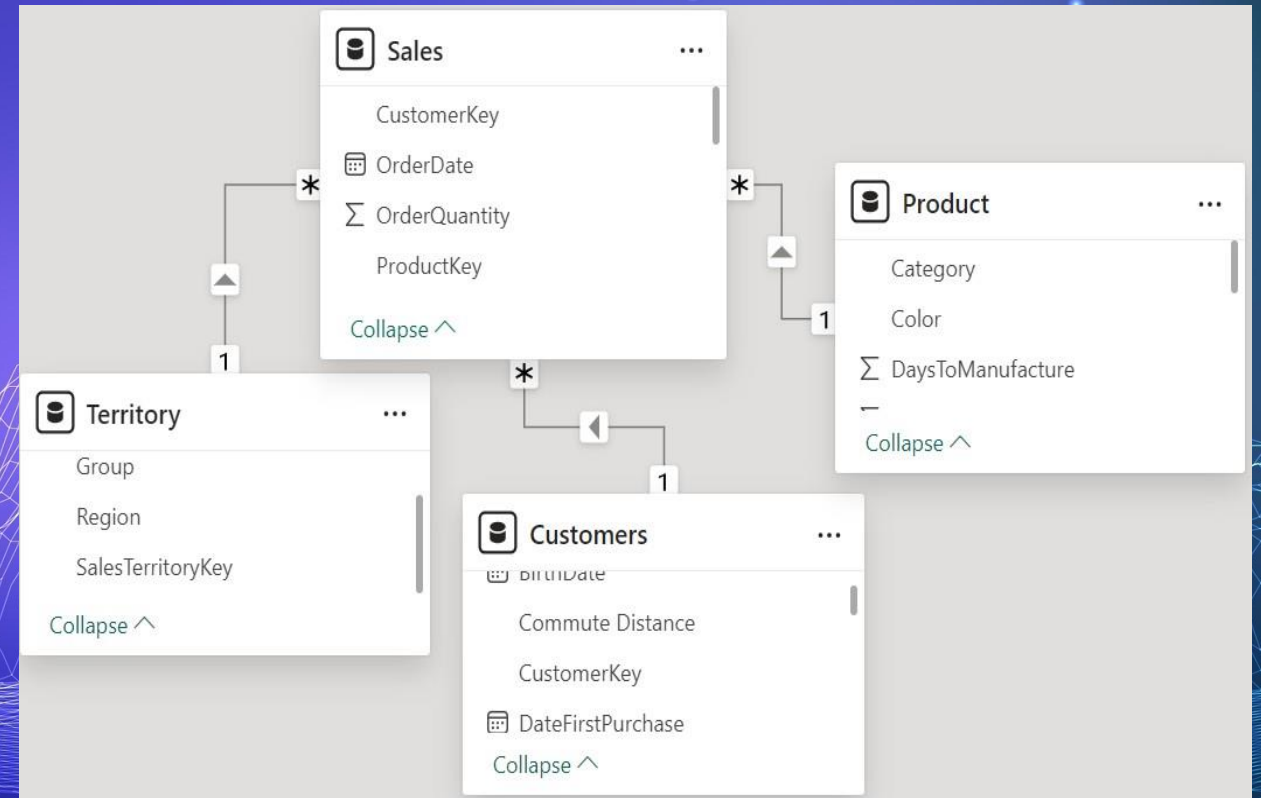
Sales budgets are financial plans that estimate the total revenue a company makes in a specific period. Companies measure this in both dollars and units and use it as a tool to predict how their business may do. Understanding how sales budgets work can help your business be more efficient in reaching its sales goals and maximize its profit. In this article, we discuss sales budgets, provide steps for how to develop one and offer sales budgets examples.



BUDGET SALES ANALYTICS

ETL AND TOOLS

- ❖ We have four tables Customers, Products, Territory and Sales. Each tables are related by a key.
- ❖ Covert .csv file to .xlsx file
- ❖ Cleaning data to remove duplicates and check null values for accurate analysis
- ❖ Check if the data attributes are correct for each columns
- ❖ Tools used for data analysis SQL server, Excel and Power Bi.



BUDGET SALES ANALYTICS



18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

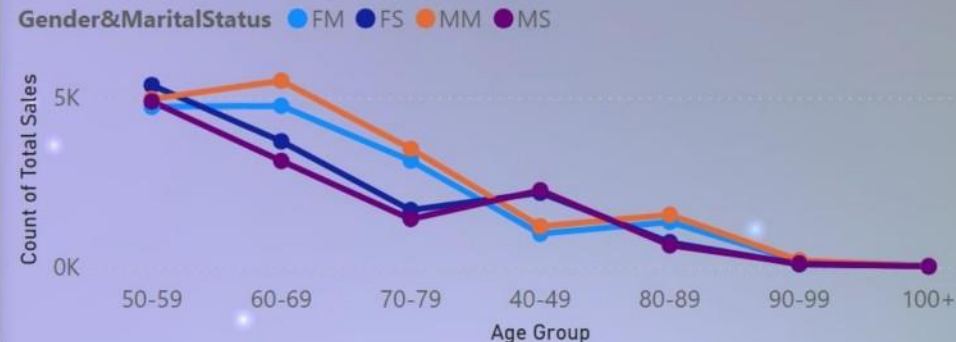
Total Sales by Age Group



Highest Sales by Age Group and Category



Highest Sales Count by Age Group, Gender & Marital Status



Highest Sales by Age Group and Region Group



Highest Sales by Age Group, Gender & Marital Status



Category	Age Group	Product	MaxSaleAge	MaxSalesAge
Accessories	100+	Hydration Pack - 70 oz.		494.91
Accessories	40-49	Sport-100 Helmet, Red		11,406.74
Accessories	50-59	Sport-100 Helmet, Red		40,588.40
Accessories	60-69	Sport-100 Helmet, Red		35,059.98
Accessories	70-79	Sport-100 Helmet, Red		21,343.90
Accessories	80-89	Sport-100 Helmet, Red		8,957.44
Accessories	90-99	Sport-100 Helmet, Black		1,504.57
Bikes	100+	Road-650 Black, 52		3,131.96
Bikes	40-49	Road-150 Red, 48		221,852.71

Highest Profit by Age Group, Gender & Marital Status





BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that the sales is highest between the Age group of 50-59.
- ❖ Sales is inversely proportional to the Age Group. Excluding the Age group between 40-49.
- ❖ We can also see that on average the married people tends to purchase more then the single people. However, there are some exceptions between the age groups where the single people purchase the most.
- ❖ Profit is directly proportional to the sales.
- ❖ In product category Bikes are the highest selling products for each Age groups.
- ❖ For the region group the sales is highest in North America followed by the Europe and Pacific. The only changes is between the Age group of 40-49 where the sales is high in Pacific followed by the North America and Europe.
- ❖ I have also added the Product name where the sales is high for each Age groups by Product category.

BUDGET SALES ANALYTICS



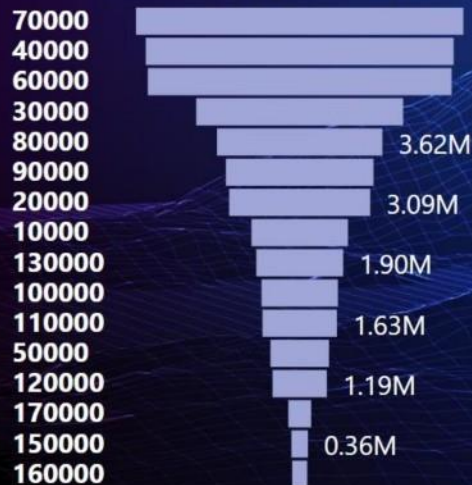
18.90M

Sum of Total Profit

45.98M

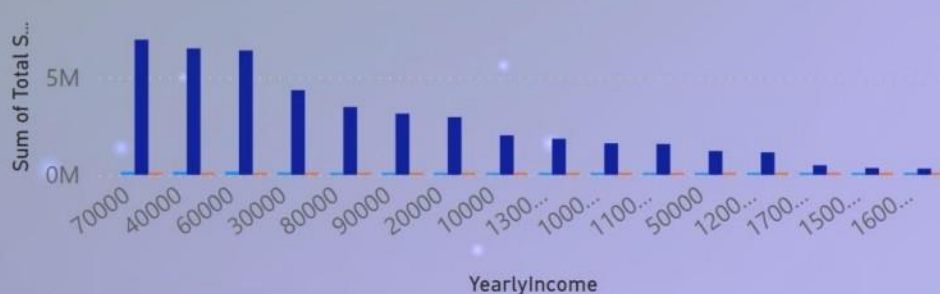
Sum of Total Sales

Total Sales by Income



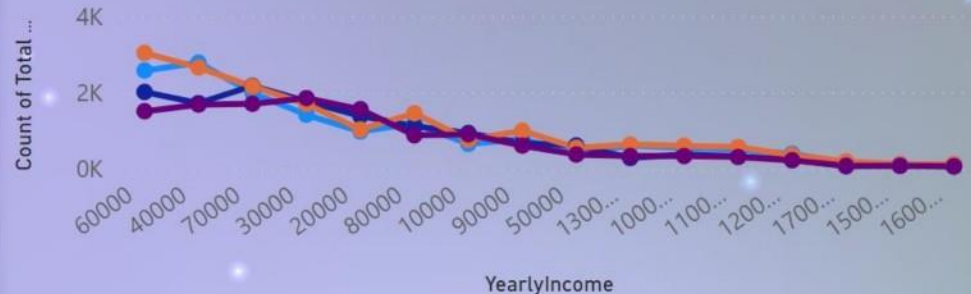
Highest Sales by Income and Category

Category Accessories Bikes Clothing



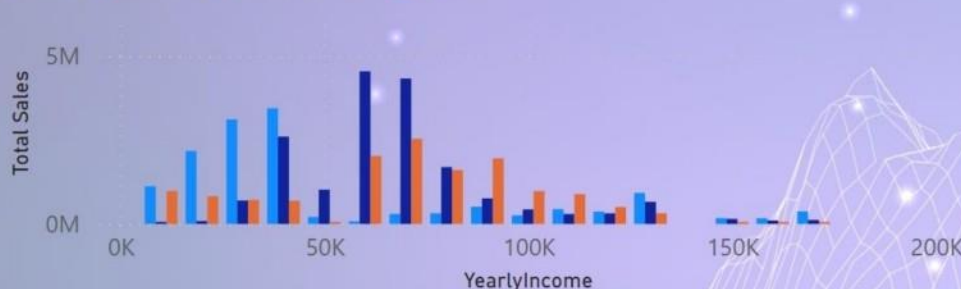
Highest Sales Count by Income, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS



Highest Sales by Income and Region Group

Group Europe North America Pacific



Highest Sales by Income, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS

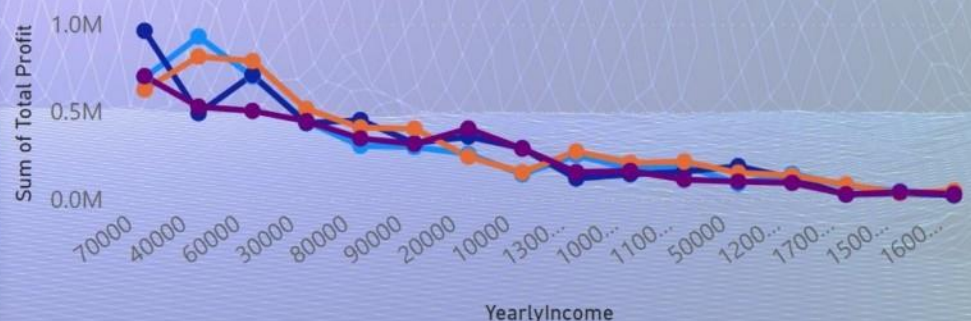


Category YearlyIncome ProductMaxSaleIncome MaxSalesIncome

Accessories	10000	Sport-100 Helmet, Red	7,557.84
Accessories	20000	Sport-100 Helmet, Red	11,756.64
Accessories	30000	Sport-100 Helmet, Black	14,660.81
Accessories	40000	Sport-100 Helmet, Blue	19,104.54
Accessories	50000	Sport-100 Helmet, Blue	4,898.60
Accessories	60000	Sport-100 Helmet, Black	18,684.66
Accessories	70000	Sport-100 Helmet, Red	17,739.93
Accessories	80000	Sport-100 Helmet, Red	9,097.40
Accessories	90000	Sport-100 Helmet, Black	

Highest Profit by Income, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS





BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that the high sales count doesn't mean high sales and profit. This is due to the price difference in the products.
- ❖ Total sales is highest for the people whose income is 7K and sales count is highest for people with income 6K
- ❖ There is a fluctuations in the sales for married and single people for both genders for each Income groups.
- ❖ Profit is directly proportional to the sales.
- ❖ In product category Bikes are the highest selling products for each Income groups.
- ❖ There is also some fluctuations in the sales for each Region based on Income groups.
- ❖ I have also added the Product name where the sales is high for each Income groups by Product category.

BUDGET SALES ANALYTICS



18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

Total Sales by Children



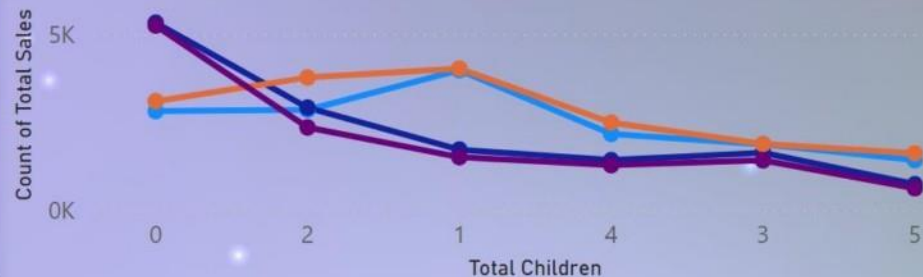
Highest Sales by Children and Category

Category Accessories Bikes Clothing



Highest Sales Count by Children, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS



Highest Sales by Children and Region Group

Group Europe North America Pacific



Highest Sales by Children, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS



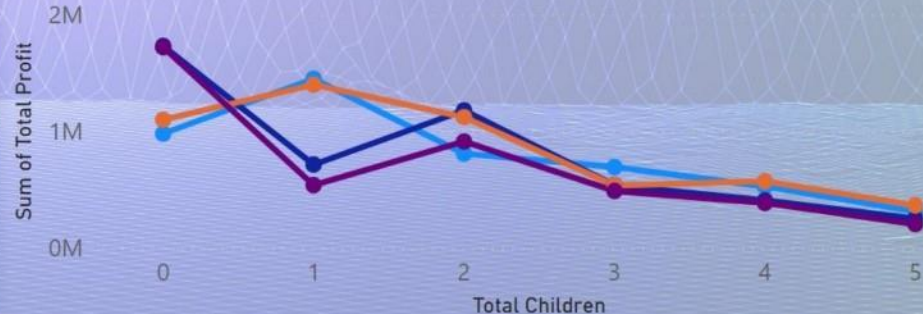
Category	Total Children	ProductMaxSaleChild	MaxSalesChild
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Accessories	0	Sport-100 Helmet, Red	31,700.94
Accessories	1	Sport-100 Helmet, Black	24,248.07
Accessories	2	Sport-100 Helmet, Red	23,443.30
Accessories	3	Sport-100 Helmet, Red	15,815.48
Accessories	4	Sport-100 Helmet, Red	14,275.92
Accessories	5	Sport-100 Helmet, Red	10,147.10

Category	Total Children	ProductMaxSaleChild	MaxSalesChild
Accessories	0	Sport-100 Helmet, Red	31,700.94
Accessories	1	Sport-100 Helmet, Black	24,248.07
Accessories	2	Sport-100 Helmet, Red	23,443.30
Accessories	3	Sport-100 Helmet, Red	15,815.48
Accessories	4	Sport-100 Helmet, Red	14,275.92
Accessories	5	Sport-100 Helmet, Red	10,147.10

Highest Profit by Children, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS





BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that there is a little inconstancy in the sales count and sales amount. This is due to the price difference in the products.
- ❖ Total sales is highest for the people who doesn't have a children.
- ❖ Higher the children count lower the sales.
- ❖ There is a fluctuations in the sales for married and single people for both genders.
- ❖ Profit is directly proportional to the sales.
- ❖ In product category Bikes are the highest selling products for each number of children's owned.
- ❖ There is also some fluctuations in the sales for each Region based on number of children's owned.
- ❖ I have also added the Product name where the sales is high for each number of children's owned by Product category.

BUDGET SALES ANALYTICS



18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

Total Sales by Com Dist

0-1 Miles 17.49M

2-5 Miles 7.71M

5-10 Miles 7.61M

1-2 Miles 7.20M

10+ Miles 5.95M

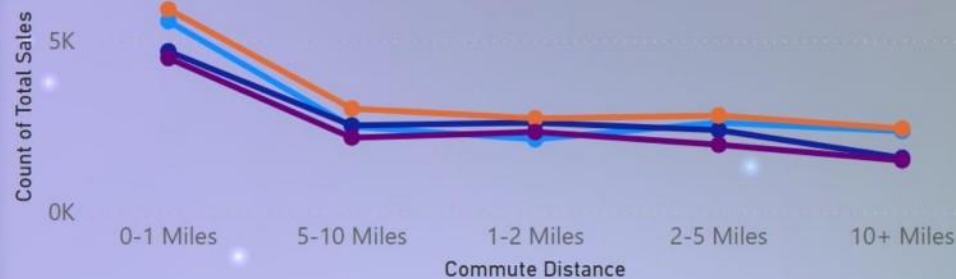
Highest Sales by Com Dist and Category

Category Accessories Bikes Clothing



Highest Sales Count by Com Dist, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS



Highest Sales by Com Dist and Region Group

Group Europe North America Pacific



Highest Sales by Com Dist, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS



Highest Profit by Com Dist, Gender & Marital Status

Gender&MaritalStatus FM FS MM MS



Category	Commute Distance	ProductMaxSaleComm	MaxSalesComm
Accessories	0-1 Miles	Sport-100 Helmet, Red	41,988.00
Accessories	10+ Miles	Sport-100 Helmet, Red	16,095.40
Accessories	1-2 Miles	Sport-100 Helmet, Red	19,944.30
Accessories	2-5 Miles	Sport-100 Helmet, Blue	20,154.24
Accessories	5-10 Miles	Sport-100 Helmet, Red	21,343.90
Bikes	0-1 Miles	Mountain-200 Black, 42	838,736.88
Bikes	10+ Miles		
Bikes	1-2 Miles	Mountatn*20 . vet' 46	351.21



BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that there is a little inconstancy in the sales count and sales amount. This is due to the price difference in the products.
- ❖ Total sales is highest for the people whose commute distance is between 0-1 miles.
- ❖ There is a difference in sales for married and single people for both genders.
- ❖ Profit is directly proportional to the sales.
- ❖ In product category Bikes are the highest selling products for each Commute Distance.
- ❖ There is also some differences in the sales for each Region based on Commute Distance.
- ❖ I have also added the Product name where the sales is high for each Commute Distance by Product category.

BUDGET SALES ANALYTICS



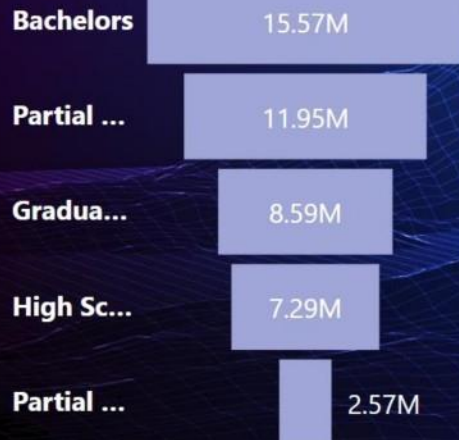
18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

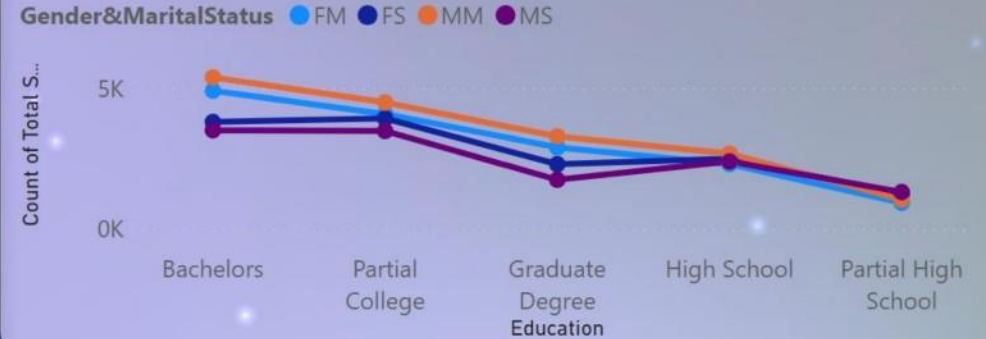
Total Sales by Education



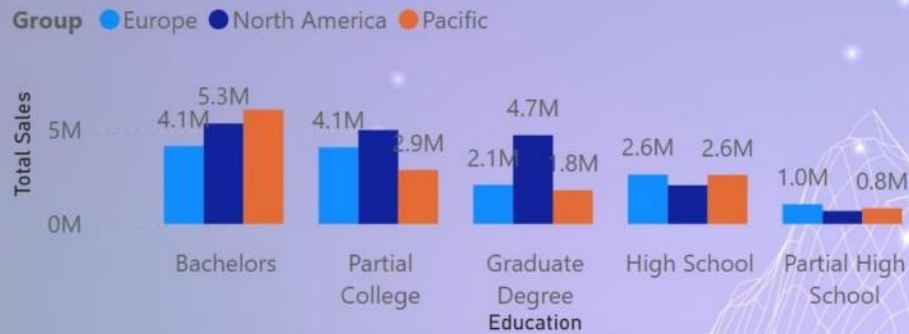
Highest Sales by Education and Category



Highest Sales Count by Education, Gender & Marital Status



Highest Sales by Education and Region Group

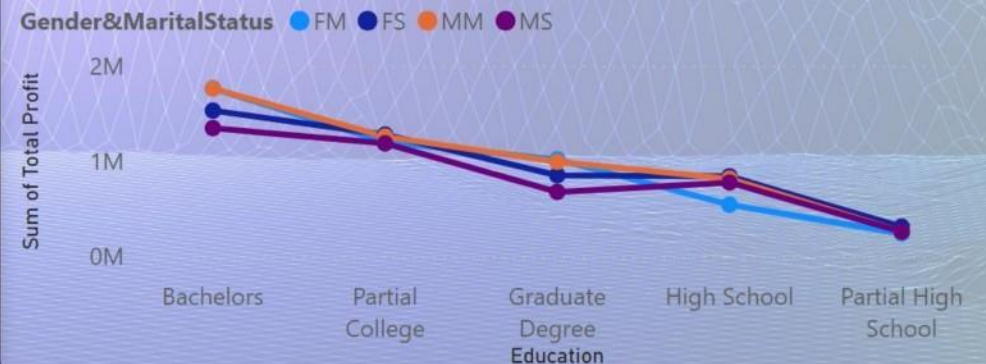


Highest Sales by Education, Gender & Marital Status



Category	Education	ProductMaxSaleEdu	MaxSalesEdu
Accessories	Bachelors	Sport-100 Helmet, Black	34,990.00
Accessories	Graduate Degree	Sport-100 Helmet, Red	20,644.10
Accessories	High School	Sport-100 Helmet, Red	21,833.76
Accessories	PartialCollege	Sport-100 Helmet, Red	32,260.78
Accessories	Partial High School	Sport-100 Helmet, Red	9,622.25
Bikes	Bachelors	Mountain-200 Black, 38	792,837.08
Bikes	Graduate Degree	Mountain-200 Black, 42	462,932.27
Bikes	High School	Road-150 Red, 56	364,983.54
Bikes	Partial College	Mountain-200 Black, 46	582,845.49

Highest Profit by Education, Gender & Marital Status





BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that there is a little inconstancy in the sales count and sales amount. This is due to the price difference in the products.
- ❖ Total sales is highest for the people whose education is Bachelors Degree.
- ❖ There is a little difference in sales for married and single people for both genders.
- ❖ Profit is directly proportional to the sales.
- ❖ In product category Bikes are the highest selling products for each Education groups.
- ❖ There is also some differences in the sales for each Region based on Education groups.
- ❖ I have also added the Product name where the sales is high for each Education groups by Product category.

BUDGET SALES ANALYTICS



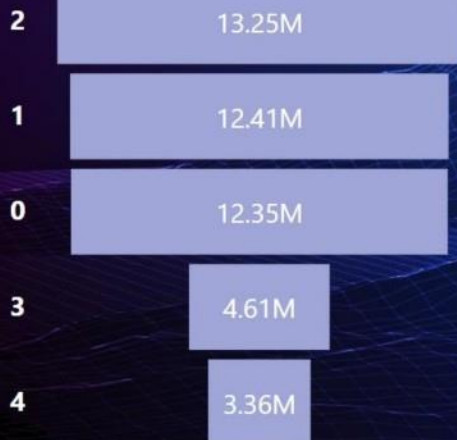
18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

Total Sales by Car



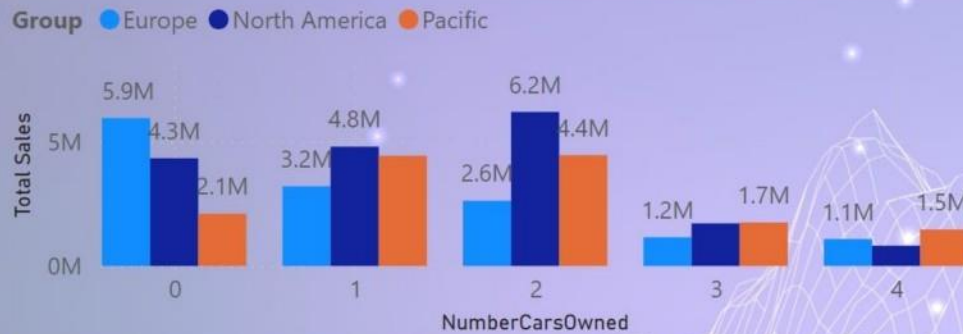
Highest Sales by Car and Category



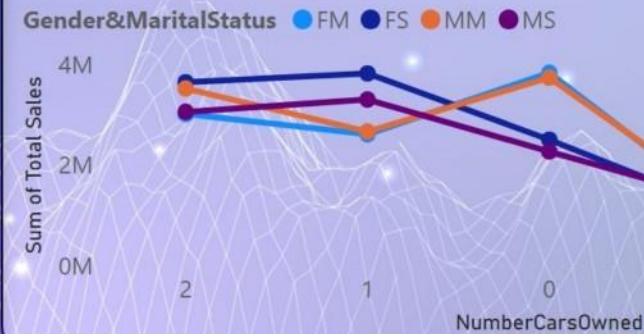
Highest Sales Count by Car, Gender & Marital Status



Highest Sales by Car and Region Group

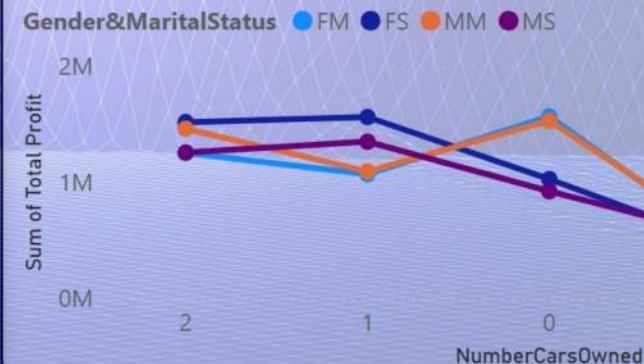


Highest Sales by Car, Gender & Marital Status



Category	NumberCarsOwned	ProductMaxSaleCar	MaxSale
Accessories	0	Sport-100 Helmet, Red	27,2'
Accessories	1	Sport-100 Helmet, Red	31,5f
Accessories	2	Sport-100 Helmet, Red	37,6
Accessories	3	Sport-100 Helmet, Red	11,41
Accessories	4	Sport-100 Helmet, Red	10,9!
Bikes	0	Road-150 Red, 52	604,72
Bikes	1	Road-J 50 Red, 62	654,81
Bikes	2	Mountain-200 Black, 42	661,12

Highest Profit by Car, Gender & Marital Status





BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that there is a inconstancy in the sales count and sales amount. This is due to the price difference in the products.
- ❖ Total sales is highest for the people who owns 2 cars.
- ❖ There is a difference in sales for married and single people for both genders.
- ❖ Profit is directly proportional to the sales.
- ❖ In product category Bikes are the highest selling products for each Number of Cars Owned.
- ❖ There is also some differences in the sales for each Region based on Number of Cars Owned.
- ❖ I have also added the Product name where the sales is high for each Number of Cars Owned by Product category.

BUDGET SALES ANALYTICS



18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

Total Sales by Category

Bikes

44.42M

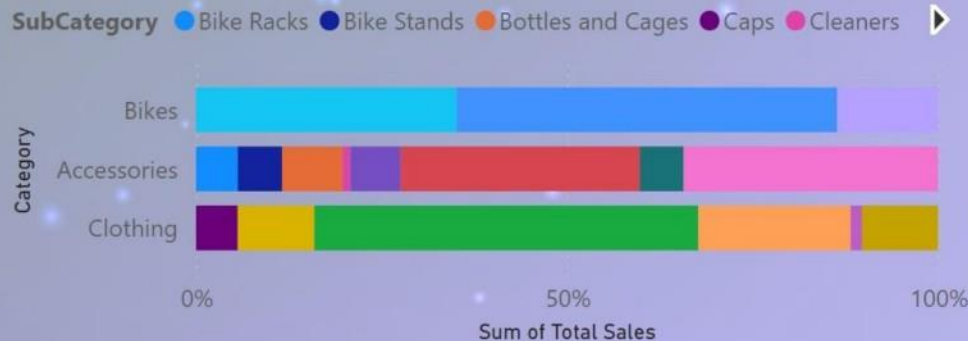
Accesso...

1.05M

Clothing

0.51M

Highest Sales by Sub Category and Category



Highest Sales Count by Category, Gender & Marital Status



Highest Sales by Category and Region Group



Highest Sales by Category, Gender & Marital Status



Category	ProductMaxSaleCate	MaxSalesCategory
Accessories	Sport-100 Helmet, Red	118,896.02
Bikes	Mountain-200 Black, 42	2,207,780.38
Clothing	Women's Mountain Shorts, L	37,304.67
Components	Women's Tights, S	

Highest Profit by Category, Gender & Marital Status



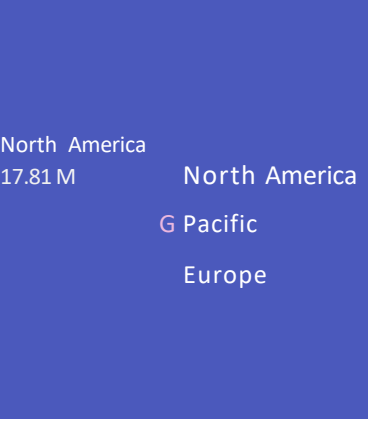
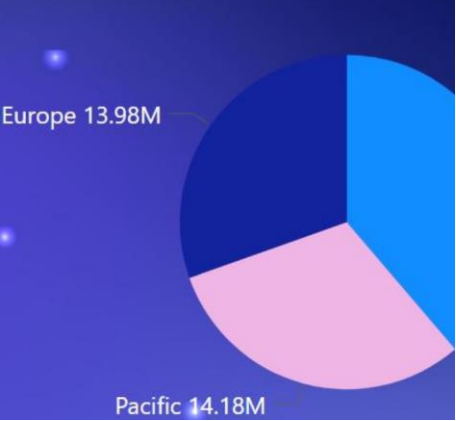


BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that there is a small difference in the sales count and sales amount. This is due to the price difference in the products.
- ❖ Bikes are the highest selling products. This is because the price for the Bikes are costly as compared to other products.
- ❖ For each Category there are SubCategories.
 - Road Bikes are the highest selling SubCategory for Bikes Category.
 - Tires and Tubes are the highest selling SubCategory for Accessories Category.
 - Jerseys Tubes are the highest selling SubCategory for Clothing Category.
- ❖ There is a little inconstancy in sales for married and single people for both genders.
- ❖ Profit is directly proportional to the sales.
- ❖ There is a slight differences in the sales for each Region based on Product Category.
- ❖ I have also added the Product name where the sales is high for each Product category.

BUDGET
SALES
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Category	Group	ProductMaxTetGro	MaxSalesTetGro
Accessories	Europe	Sport-100 Helmet, Red	42,757.78
Accessories	North America	Sport-100 Helmet, Black	52,380.03
Accessories	Pacific	Sport-100 Helmet, Red	24,842.90
Bikes	Europe	Mountain-200 Black, 46	693,660.73
Bikes	North America	Mountain-200 Black, 42	968,895.60
Bikes	Pacific	Road-1 50 Red, 48	694,184.38
Clothing	Europe	Long-Sleeve Logo Jersey, M	13,447.31



18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

Total Sales by Country and Group



Australia Australia

Southwest United States

Northwest United States

United Kingdom United Kin...

Germany Germany

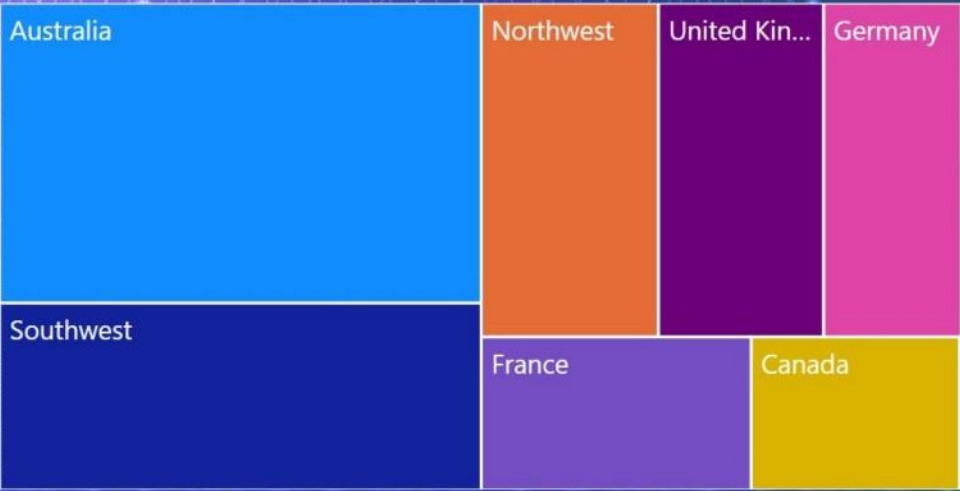
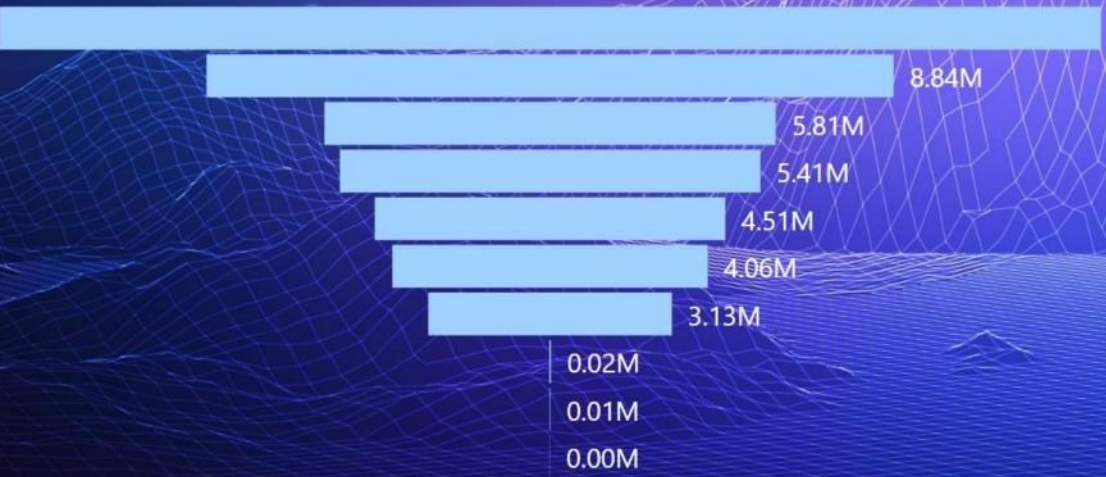
France France

Canada Canada

Southeast United States

Northeast United States

Central United States





BUDGET SALES ANALYTICS

- ❖ In Territory Groups, sales is high in North America followed by Pacific and Europe.
- ❖ In Country, highest sales is in United States.
- ❖ In Regions, highest sales is in Australia.
- ❖ I have also added the Product name where the sales is high for each Territory Groups by Product category.

BUDGET SALES ANALYTICS



18.90M

Sum of Total Profit

45.98M

Sum of Total Sales

January February March April May June July August September ▶



2014 2015 2016



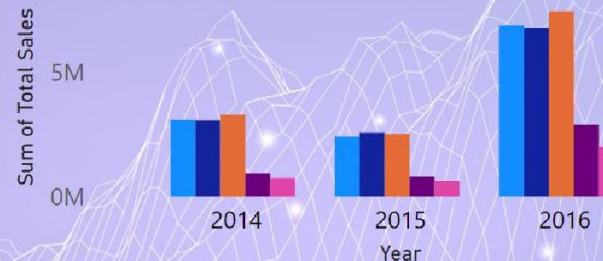
Total Sales by Gender, Marital Status and Year

Gender&... FM FS MM MS



Total Sales by Cars Owned and Year

NumberCars... 0 1 2 3 4



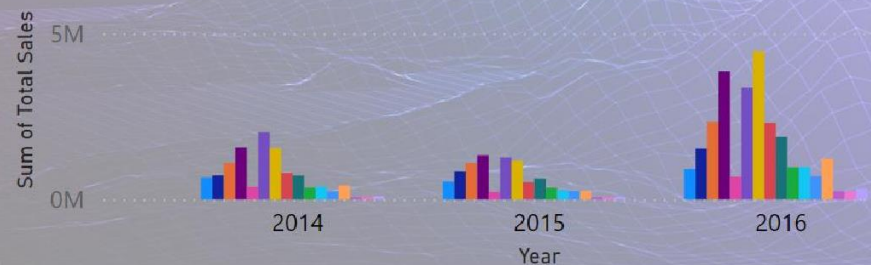
Total Sales by Category and Year

Category Accessories Bikes Clothing



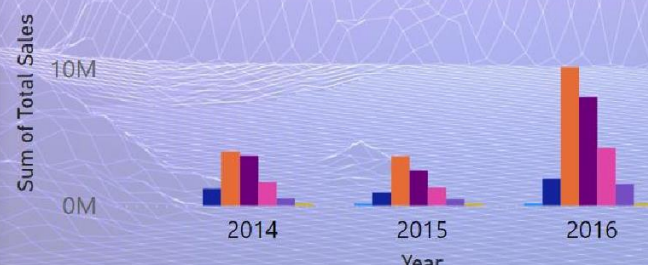
Total Sales by Income and Year

YearlyIncome 10000 20000 30000 40000 50000 60000 70000 ▶



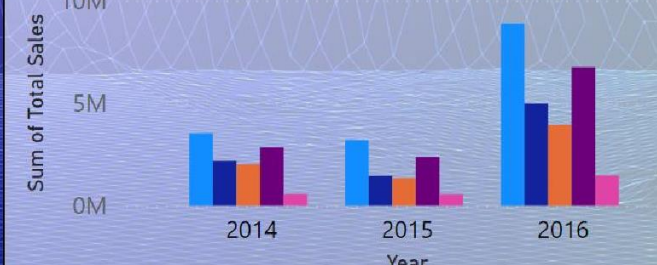
Total Sales by Age Group and Year

Age Group 100+ 40-49 50-59 60-69 70-79 ▶



Total Sales by Education and Year

Education Bachelors Graduate De... High School ▶





BUDGET SALES ANALYTICS

- ❖ From the previous charts and graphs we saw that the sales are high in 2016 followed by 2014 and 2015.
- ❖ In months, the sales are high for December month.
- ❖ There is a little difference in sales per Year for the married and single people for each genders. Same with the Number of Cars owned and Income Groups.
- ❖ The sales are consistent for each Age Groups and Education Groups by Year.
- ❖ In product category Bikes are the highest selling products for each Year.



BUDGET SALES ANALYTICS

CONCLUSION

- ❖ The year 2016 saw an exponential surge in sales.
- ❖ Client retention in 2014 was subpar. 2016 brought about a slight improvement in retention.
- ❖ Maximum profit earned in the months of June, November, and December.
- ❖ High quantity of products is ordered from Australia and United States.
- ❖ Major Profit is contributed by the Bike Category. This is due to the product pricing and profit return.
- ❖ The average order has a gap of 7 days between the day the order is ready for export from the factory and the date it was shipped .
- ❖ Age range of 50-59 shows high demand compared to other age group.
- ❖ High salary range leads to decrease in sales and profit. Major Profit is contributed by Customers with income \$70,000.
- ❖ Customers with a bachelor's degrees buy more products.
- ❖ Higher the children lower the sales and vice versa.
- ❖ There is a asymmetric sales for the cars owned. . Major Profit is contributed by Customers who owns 2 cars.
- ❖ Customers whose commute distance is less shows high demand of sales.
- ❖ Customers who are married contribute more sales. Married Male and Single Females shows more demand in sales.



BUDGET SALES ANALYTICS

SQL Server PDF



Adobe Acrobat
Document

Excel



Microsoft Excel
Worksheet

Power Bi

Power Bi Dax Pdf



Microsoft Power
Desktop Docume



BUDGET SALES ANALYTICS

THANK YOU.