

PROJECT TITLE : SALES PERFORMANCE ANALYSIS 2010-2025

Group Number : 15

TEAM MEMBERS:

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1. Executive Summary:

Total revenue reached ₹ 211.445M, with ₹ 324K in profit and 209K units sold. Electronics is the largest-contributing category, while the South and Central region leads in total sales. North region underperforms and may require targeted action. Cash is the dominant payment methods. Annual sales show a gradual decline from 2018 to 2025 and peak sales during July to September.

2. Objective / Business Question

To analyze sales performance across Category, Region, Time, and Payment Method between 2010 and 2025, and identify high-performing segments and improvement opportunities to increase revenue and profitability.

3. Methodology

Data source: Internal sales dataset with columns: Date, Product ID, Product Name, Category, Region, City, Salesperson, Units Sold, Unit Price, Discount, Customer Segment, Payment Method, Total Sales, Profit.

KPIs analyzed: Total Revenue, Total Profit, Units Sold, Sales by Category, Sales by Region, Sales trend over time, Profit trend over time, Payment Method share, Salesperson performance.

Tools: Data cleaning and transformation were performed using Excel's Power Query, while pivot tables and charts were utilized to summarize, visualize, and validate key insights before dashboard creation in Power BI.

(Power BI dashboard for visualization; calculations performed with DAX measures)

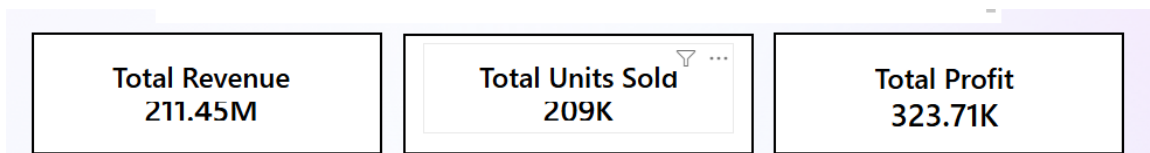
4. Insights & Findings

- **Sales by Category:** Electronics accounts for the highest share of revenue, followed by Wearables and Accessories. Recommendation: prioritize inventory and marketing investment for high-margin electronics lines (Tablet, Drone, Smartwatch).
- **Regional Performance:** Sales are consistent across regions, with the **South, Central, and East regions** leading slightly at around **43M** each, while **North and West** regions follow closely with **41M**. This indicates balanced regional performance with minor scope for improvement in the North and West.
- **Time Trend:** Annual sales show a **gradual decline from 2018 to 2025**, highlighting a need to investigate causes such as market saturation or reduced demand. Monthly trends indicate **peak sales during July to September**, suggesting a strong seasonal pattern — ideal months for promotions and stock optimization.
- **Payment Methods:** **Cash** is the **dominant payment method**, followed closely by **Debit Card, UPI, Online Transfer, and Credit Card** — reflecting customer preference for traditional and semi-digital payment options.
- **Salesperson Performance:** **John, David, and Sophia** lead in both total sales and profit, while **Michael and Sarah** show slightly lower figures. Their performance patterns can be leveraged to share best practices and enhance overall team output.

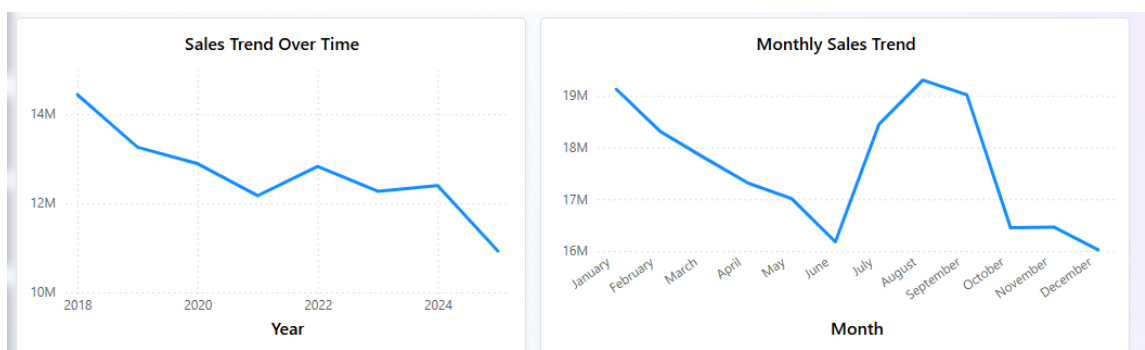
5. Supporting Visuals

Include the following visuals from the Power BI dashboard to support insights:

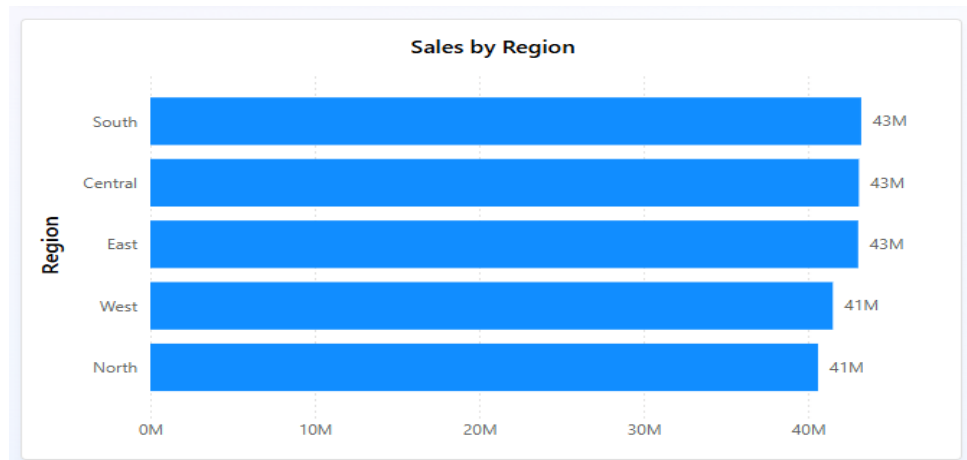
- - **KPI cards: Total Revenue, Total Profit, Total Units Sold, Average Discount**



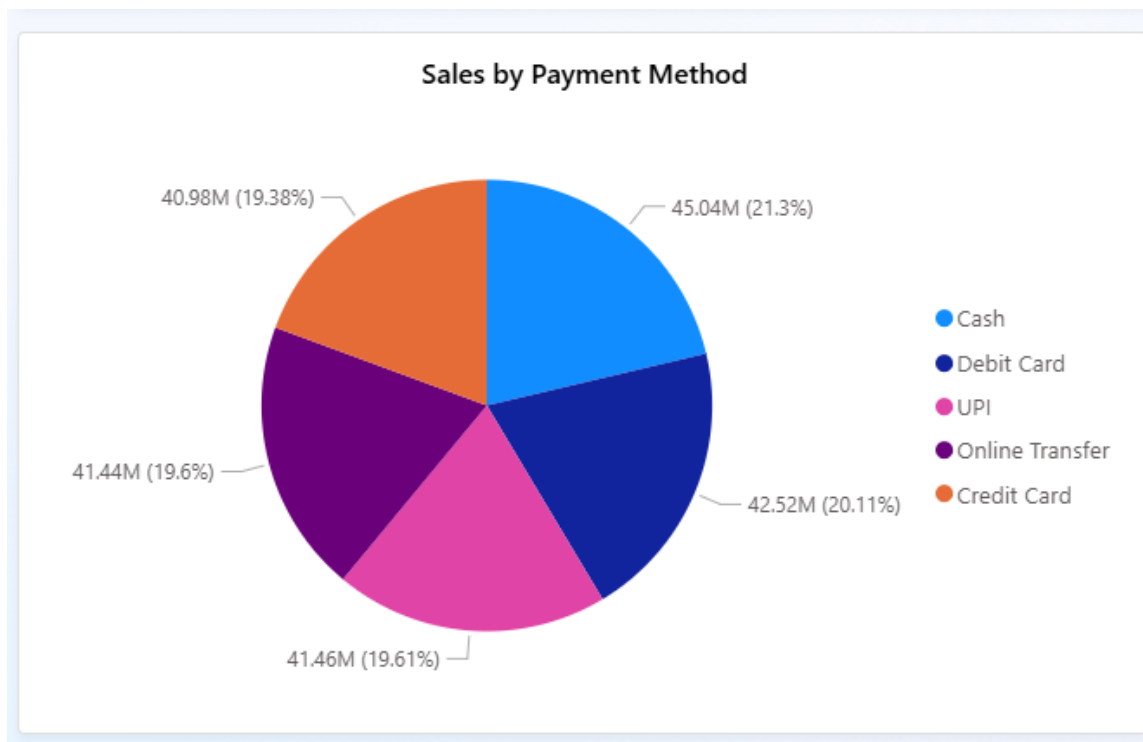
- - **Line chart: Sales Trend Over Time**



- - Bar charts: Sales by Region



- -Pie chart: Sales by Payment Method



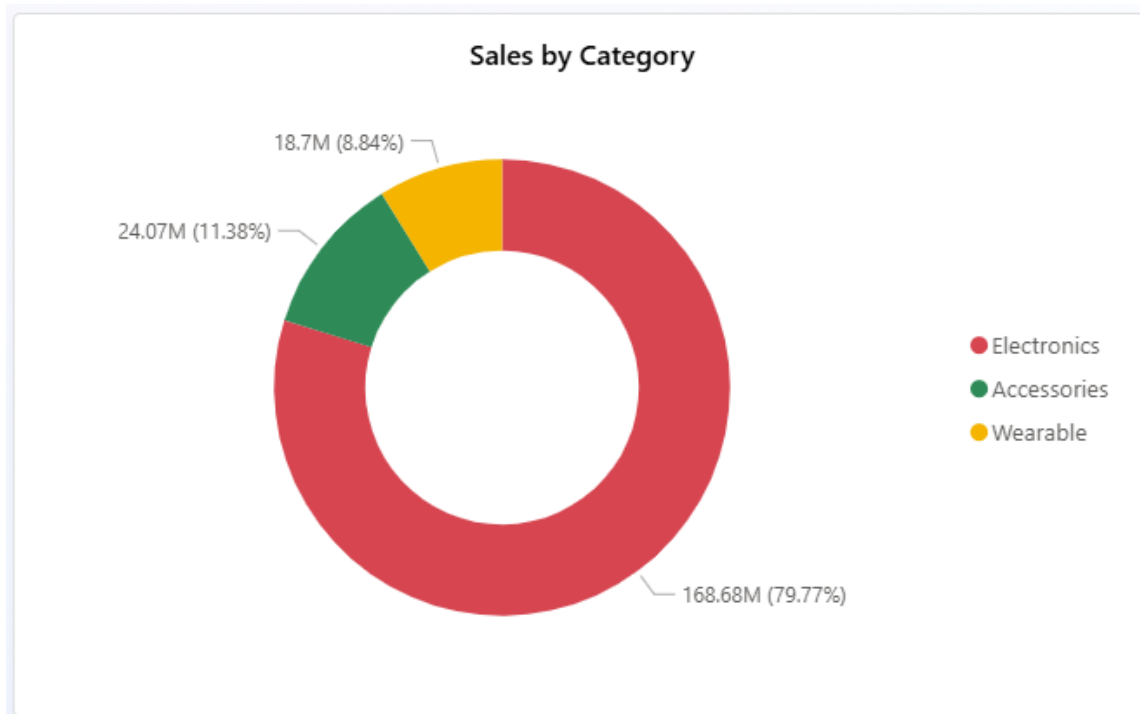
- Map: Profit by City



- Table: Top 10 Products by Sales

Top 10 Products by Sales		
Product Name	Sum of Units Sold	Sum of Total Sales
Router	28509	28,643,718.70
Tablet	26646	26,059,115.26
Monitor	23350	24,524,485.31
Headphones	23962	24,072,859.80
Smartphone	19456	19,682,591.47
Camera	19453	19,585,612.06
Smartwatch	18744	18,696,874.46
Drone	16449	17,177,558.83
Laptop	16659	16,807,358.61
Printer	15859	16,195,004.10
Total	209087	211,445,178.61

- **-Donut Chart-Sales by Category**



6. Limitations:

1. No marketing spend, campaign or customer satisfaction data included—limits attribution.
2. Date granularity is by date; additional behavioral or cohort data would improve retention analysis.
3. Possible missing values or inconsistent product naming may slightly affect category totals.

7. Next Steps / Recommendations:

1. Run targeted marketing campaigns in East and Central regions; measure incremental lift.
2. Introduce promotions or bundled offers for under-performing categories.
3. Incentivize digital payments (UPI/Cards) with discounts to further increase digital adoption.
4. Monthly dashboard reviews with top-level KPIs and salesperson performance updates.
5. Create a customer cohort analysis to measure repeat purchase behavior and CLTV.

Report generated based on Power BI dashboard snapshot. The recommendations are actionable and prioritized to improve revenue and profitability.