Sales Analysis

**Executive Summary:**

An essential part of managing a profitable company is conducting sales analysis. Sales analytics may help you choose which products to concentrate on, where to market, and how to get in touch with customers. Numerous methods for sales analysis are available to help small businesses expand and enhance their operations. This For the purpose of tracking all KPIs and evaluating the effectiveness of the present process in order to develop strategies for process improvement, the firm does a global sales analysis.

**Data Source:**

The source of this dataset is Kaggle.com. Despite the fact that there are other datasets, this appeared to be quite intriguing for the customized analysis. This dataset has been selected as a result. This is the dataset's link. <https://www.kaggle.com/datasets/shekpaul/global-superstore>

All of the project instructions' criteria are met by this dataset.

**Dataset:**

There are three csv files in this dataset. The values of client orders and transactional data are recorded in one database; customer information is recorded in another; and product details are captured in a third table.

Orders.csv

Returns.csv

People.csv

**Rows & Columns in Dataset:**

|  |  |  |  |
| --- | --- | --- | --- |
| **File Name** | **Columns** | **Rows** | **Description** |
| Orders.csv | 24 | 51000 | This is a relational file that has all order-related information in it. |
| Returns.csv | 3 | 1080 | Data about an order and the area it belongs to are contained in this file. |
| People.csv | 2 | 25 | All of the people's data, along with the actual region they belong to, are contained in this file. |

**Columns In Dataset:**

|  |  |  |
| --- | --- | --- |
| **Column Name** | **Column Type** | **Description** |
| Order Date | Date | The order's placement date. This information spans the years 2012-01-01 through 2016-12-31. |
| Ship Date | Date | The order's shipment date. This information spans the years 2012-01-01 through 2016-12-31. |
| Postal Code | Ratio | Post Code for the region |
| Sales | Ratio | Purchase Price of the Item. The values in this currency column varies from $0.90 to $9999.99. |
| Quantity | Ratio | How many goods are in this order? The range of data is 1 to 14. |
| Discount | Ratio | Loyal clients receive a discount; this is a portion of the total. This has a range of 0 to 0.85. |
| Profit | Ratio | Loyal clients receive a discount; this is a portion of the total. This has a range of 0 to 0.85. |
| Shipping cost | Ratio | The price paid to ship the order to the client. The data set spans $1 to $999. |

**Top 10 Columns in this Dataset:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Table Name** | **Column Name** | **Data Type** | **Description** | **Range of Data** |
| Orders | Order Date | Date | The order's placement date. This information spans the years 2012-01-01 through 2016-12-31. | 01/01/ 2012 to 31/12/2016 |
| Orders | Ship Date | Date | The order's shipment date. This information spans the years 2012-01-01 through 2016-12-31. | 01/01/ 2012 to 1/12/2016 |
| Orders | Postal Code | Number | Post Code for the region | Natural |
| Orders | Sales | Number | Purchase Price of the Item. The values in this currency column varies from $0.90 to $9999.99. | $0.90 to $9999.99 |
| Orders | Quantity | Number | How many goods are in this order? The range of data is 1 to 14. | Natural |
| Orders | Discount | Number | Loyal clients receive a discount; this is a portion of the total. This has a range of 0 to 0.85. | 0 to 0.85 |
| Orders | Profit | Number | Loyal clients receive a discount; this is a portion of the total. This has a range of 0 to 0.85. | $0 till $799 |
| Orders | Shipping cost | Number | The price paid to ship the order to the client. The data set spans $1 to $999. | $1 till $999 |
| Orders | Order ID | Number | Customer’s Order ID | Natural |
| Orders | Customer ID | Alpha Numerical | Orders Placed by Customer | Natural |
| Orders | Market | Text | Region Sales | Natural |

**Study from the Sales Analysis:**

* What is the sales growth?
* How well does each product perform?
* How do the Buy and Sell Rates compare?
* How Much Are Sold Through Each Channel?
* How Much Are Sold in Each Segment?
* How much is sold of each product?
* How much is sold in each region?

Numerous pages that solve the aforementioned issues and offer a thorough perspective of the business make up a Power BI Dashboard.