

# PROBLEM STATEMENT

An ABC company has the sales data for the last 3 years and they want to analyze it now. There is a Dimension Data where there is the list of companies and their Line of Business. There are 3 years of sales data. There is also a Target Data. Based on the data set given, try to create a dashboard. Stakeholders want the following insights in the dashboard:

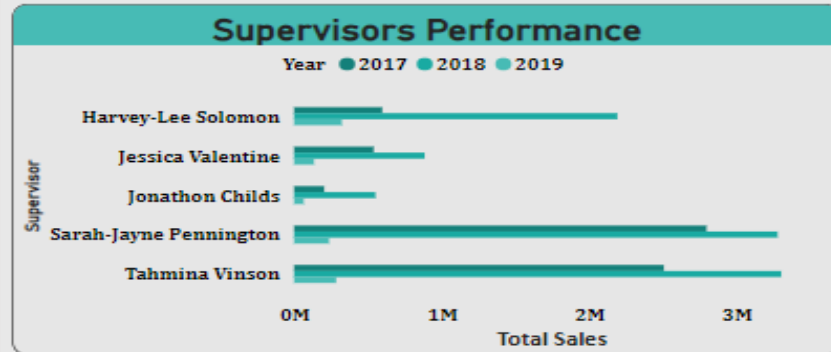
- 1) Include important KPIs
- 2) Sales over Time
- 3) Sales for various Products
- 4) Manager wise analysis
- 5) Customer coverage across various Locations
- 6) Target Analysis

## Key Insights

Total Sales	Total Targets	Transactions Placed	Count of Customers	Count of Products	Count of Cities	Line of Business
17.91M	23.83M	260.10K	1411	2736	28	22

- The total sales are **17.91M**, whereas the given target was **23.83M**.
- The highest sales were done in **October (1.96M)** followed by **September (1.89M)** and **November (1.80M)**.
- The lowest sales months are **February ( 967.72K)**, **March (1.09M)** and **April (1.16M)**.
- The **KPI** by team is negative by **29.18%**.
- Sales by Manager: **Duane Frame** contribution in total sales was **9.21M (51.44%)** whereas **Ronnie Daly** contributed **8.70M(48.56%)**.
- Sales by Sales person: **Sahil Seymour** sold more sales (**4.71M**)as compared to other sales associates.
- **Supermarket Lv3** is the top line of business with the sale of (**3.58M**).

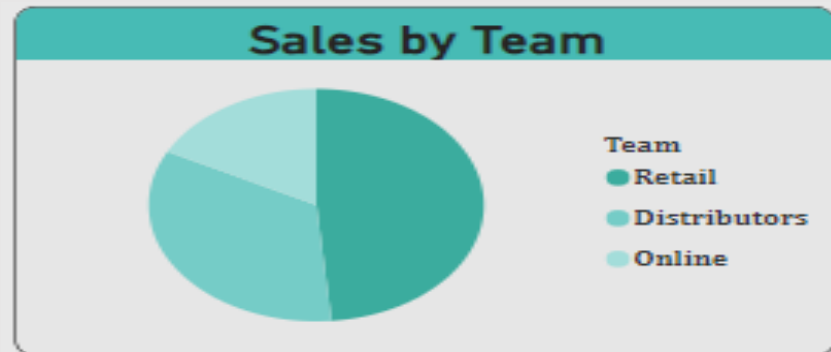
# Sales Team Insights



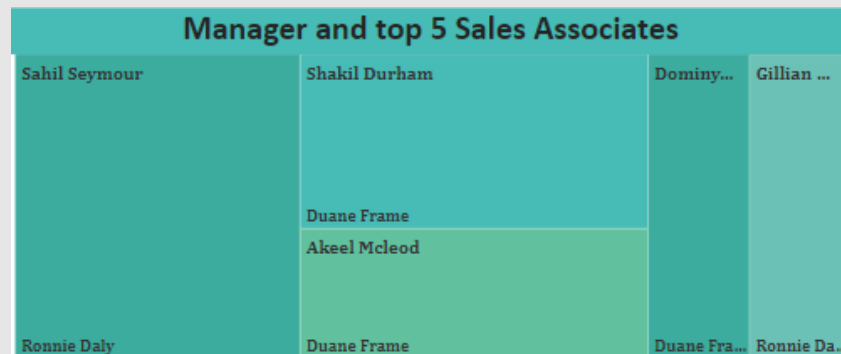
In 2017, Sarah Pennington sold 2.80M, followed by Tahmina Vinson 2.51M.

In 2018, Tahmina did the top sales and Sarah was the second top sales supervisor.

In 2019, Harvey Solomon has the maximum sales and Tahmina has the second highest sales.

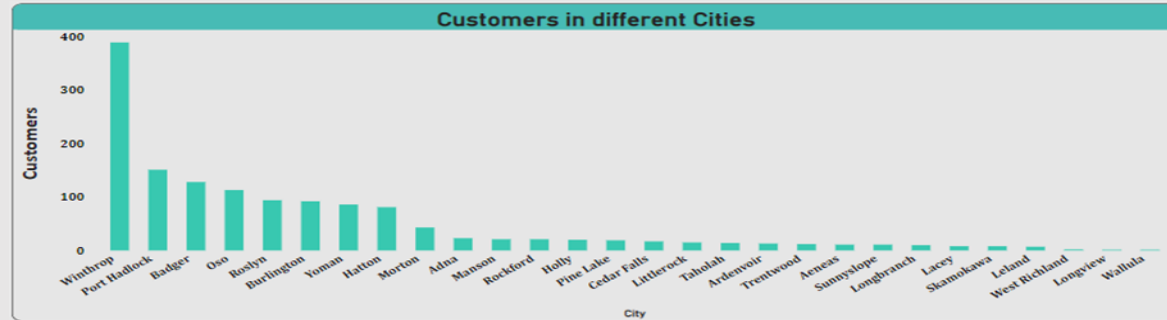


The retail team has the highest sales (8.70M) among the other teams, where Distribution team contribution has 6.10 and the Online team has 3.11M.

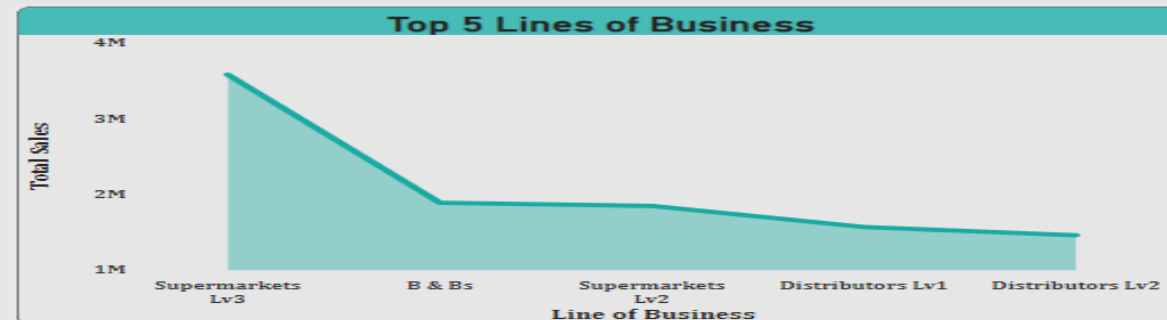


Sahil Seymour was the top sales associate with the Sales of 4.71M, followed by Shakil Durham 3.30M.

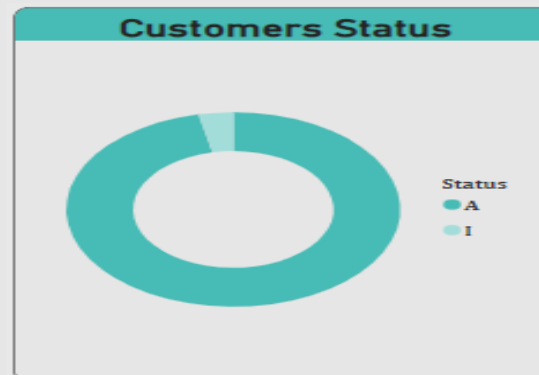
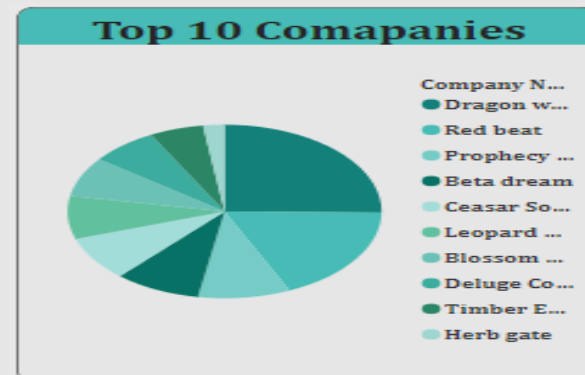
# Customers Based Insights



The city Winthrop has the highest customers for the entire time period with the count of 389. Wallula has the least customers.



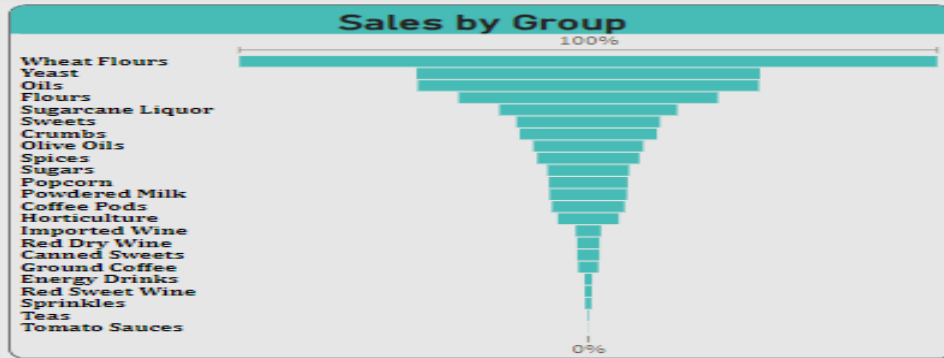
The top five line of business are Supermarkets Lv3, B&B, Supermarkets, Lv2, Distributors Lv1 and Distributors Lv2



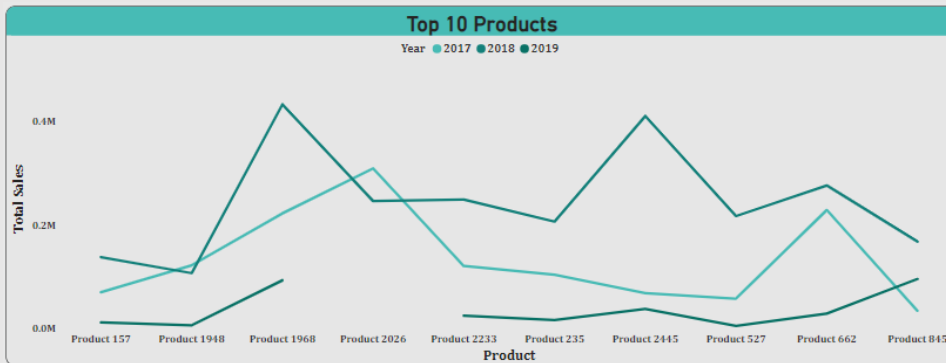
Dragon Walk is the top company with the percentage of 25.21, followed by red Beat and so on.

96.67% customers are still active, however; only 3.33% has been inactivated.

# Insights based on Products



The wheat flour has the maximum sales among the other product groups. The tomato sauces has the very minimum sales throughout the entire time.



The product 1968 is on peak in three years sales.



The category wise, food has more sales as compare to drinks.

***Thank you!***