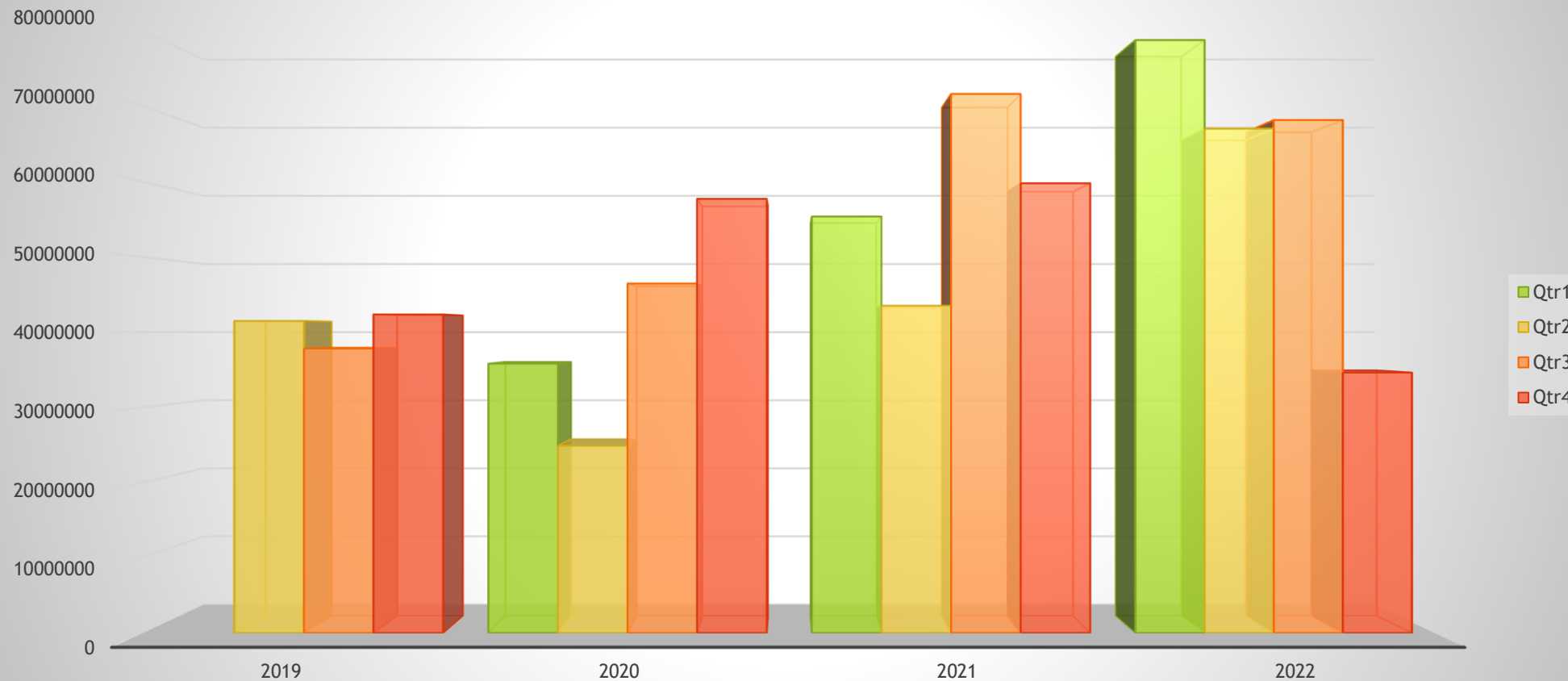


# Sales Analysis

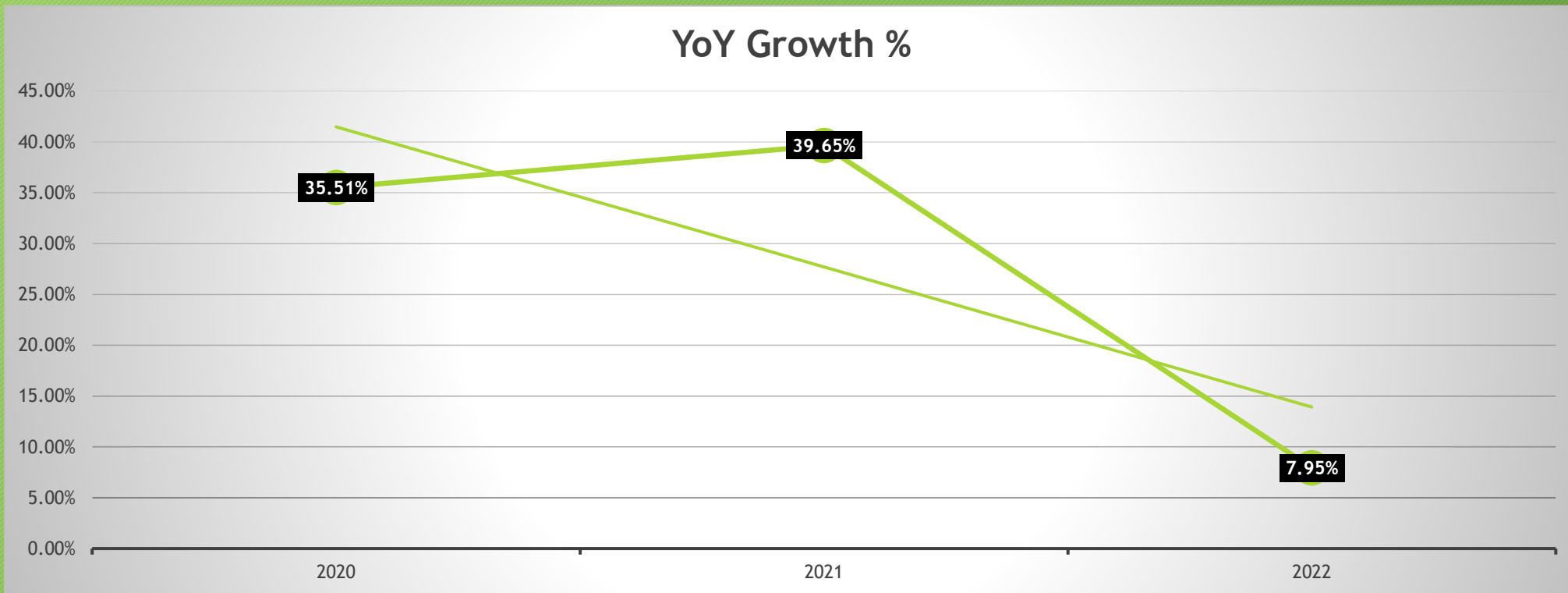
Analysis by Harsh Agrawal

# Company sales by each Quarter of a year

Sales by each Quarter of year



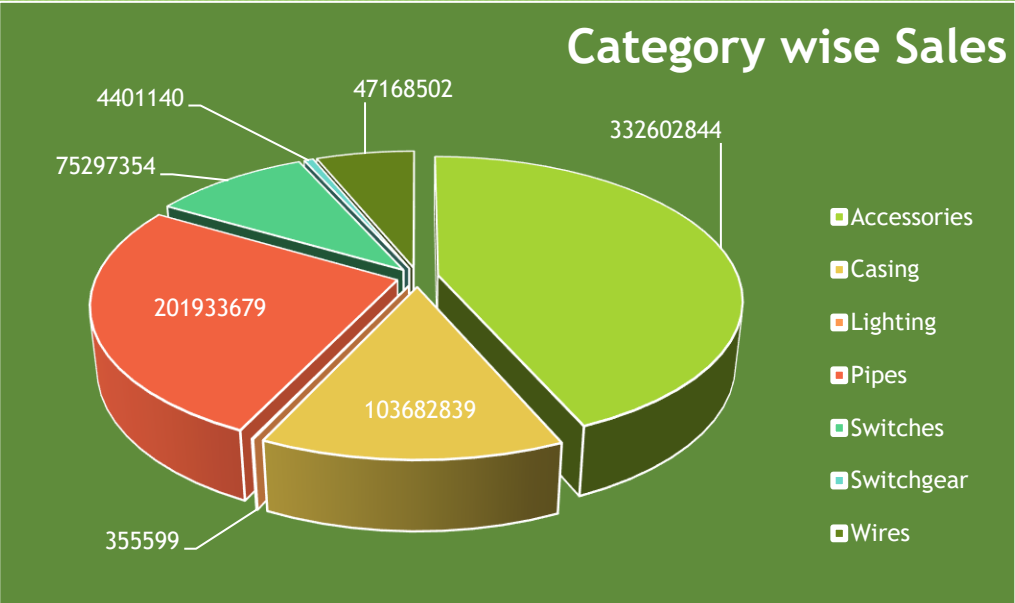
# Company Year Over Year Sales Growth



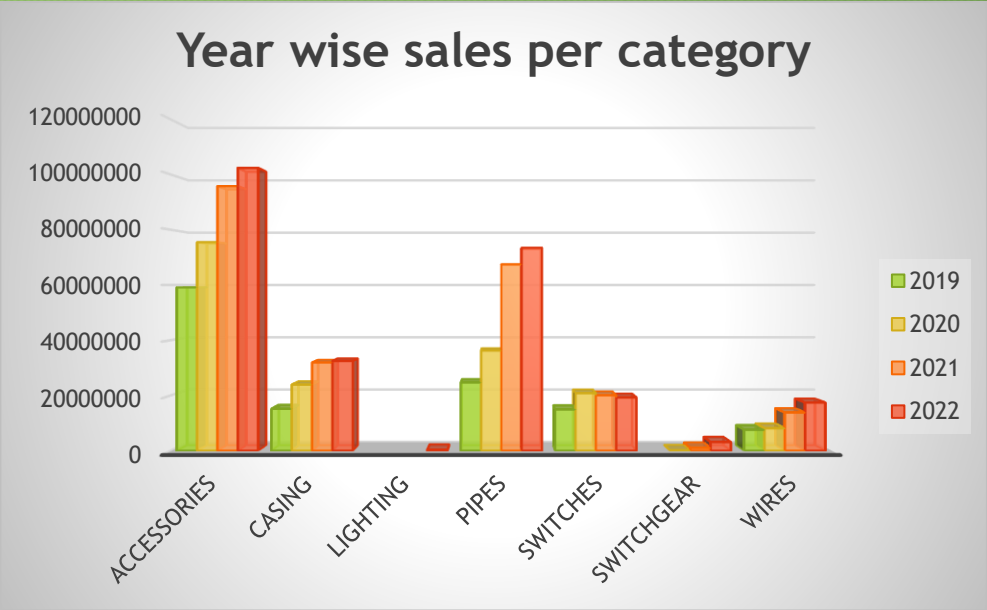
There is a steep dive in sales in 2022

# Product Category Wise Sales

Category wise Sales



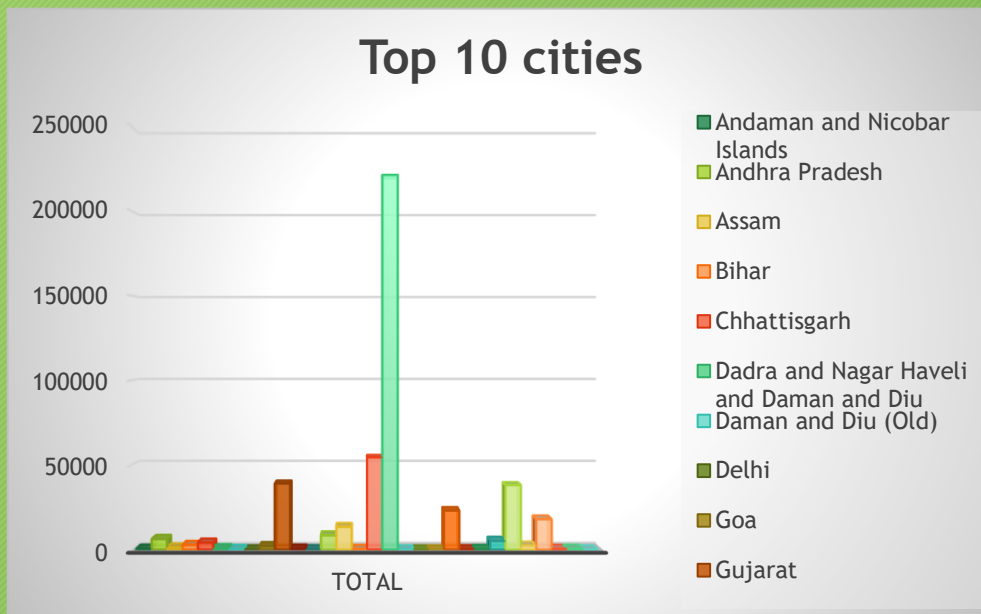
Per year sales of each category



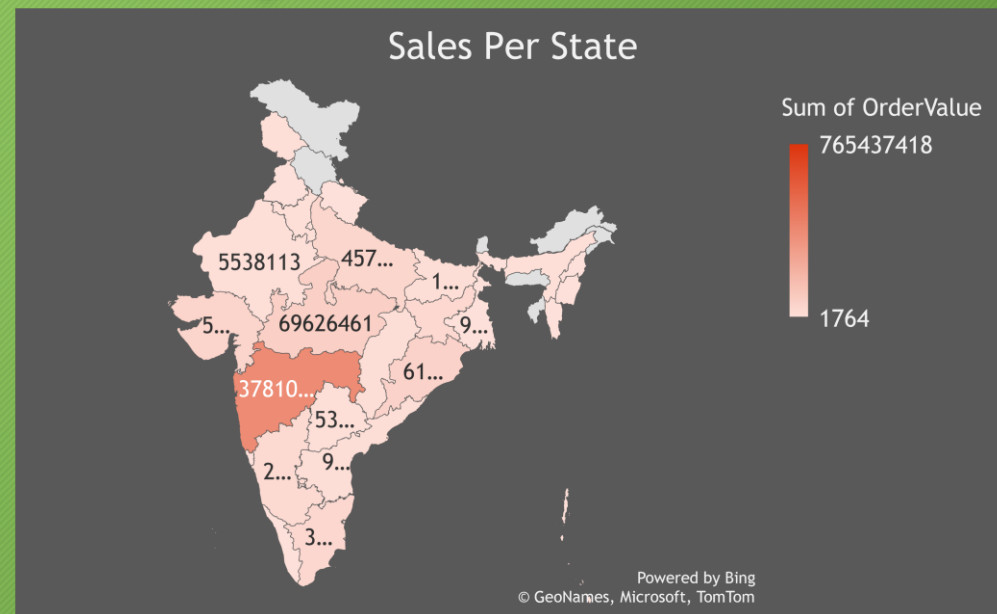


# Top 10 Cities and sales per state wise

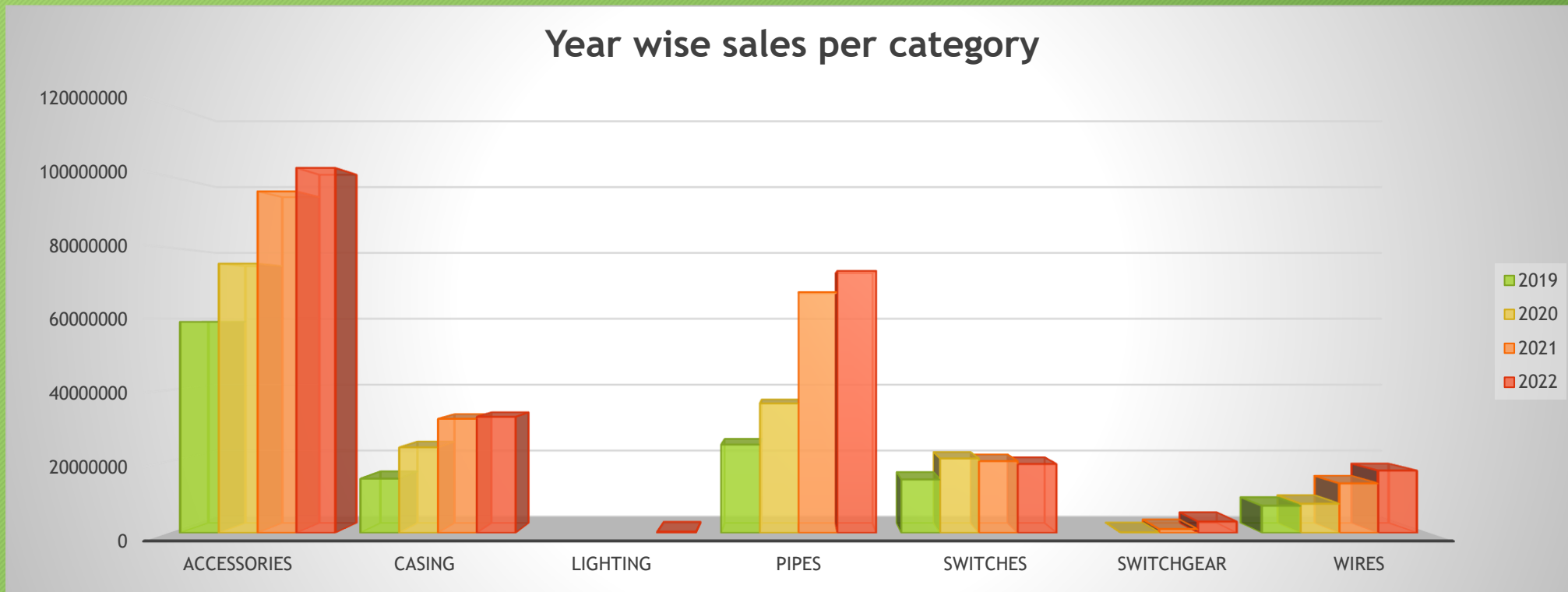
## Count of customers



## Sales per state



# Sales per category by each Year



## Slicers

# Analytical Sales Dashboard

States for Map

- Andaman and Nic...
- Andhra Pradesh
- Assam
- Bihar
- Chhattisgarh
- Dadra and Nagar ...
- Daman and Diu (O...
- Delhi

Date (Year)

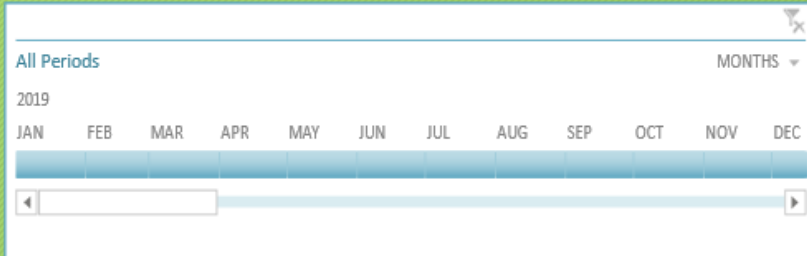
- 2019
- 2020
- 2021

State

- Karnataka
- Kerala
- Madhya Pradesh
- Maharashtra
- Manipur
- Mizoram
- Nagaland
- Odisha
- Puducherry
- Punjab
- Rajasthan
- Tamil Nadu
- Telangana
- Uttar Pradesh

Category

- Accessories
- Casing
- Lighting
- Pipes
- Switches
- Switchgear
- Wires



Total Customers



444801

Total Sales



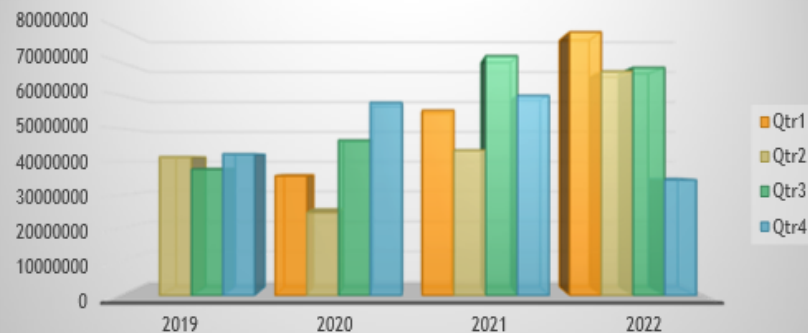
765441957

Accross

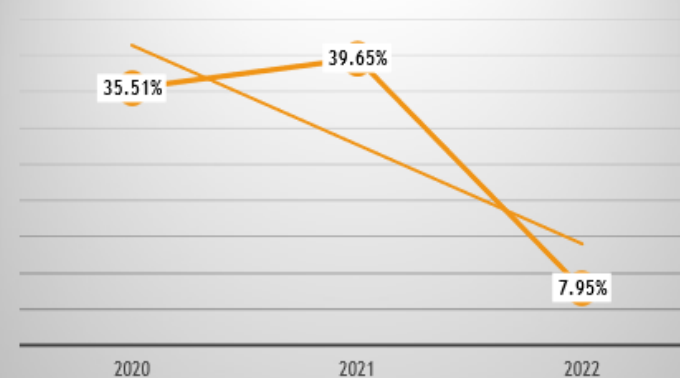


31  
states

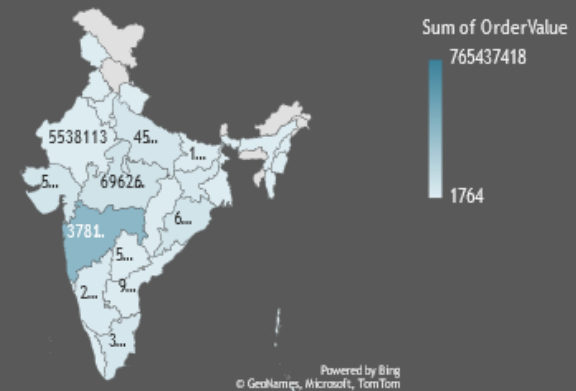
Sales by each Quarter of year



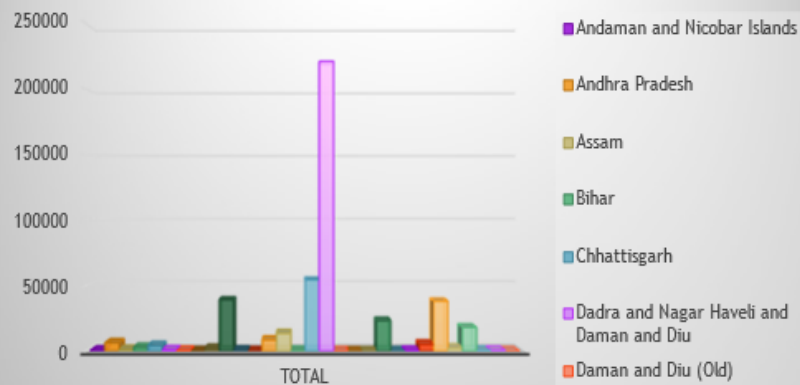
YoY Growth %



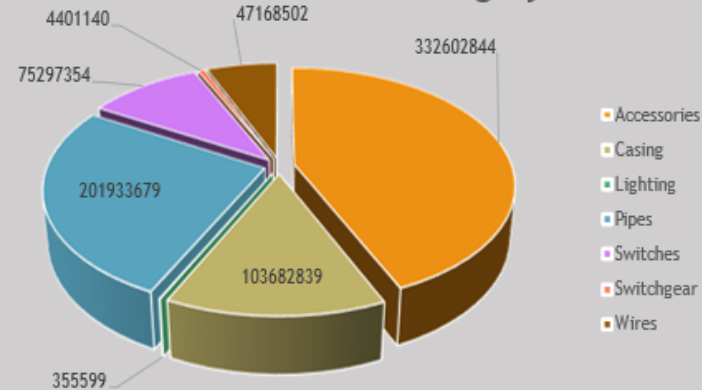
Sales Per State



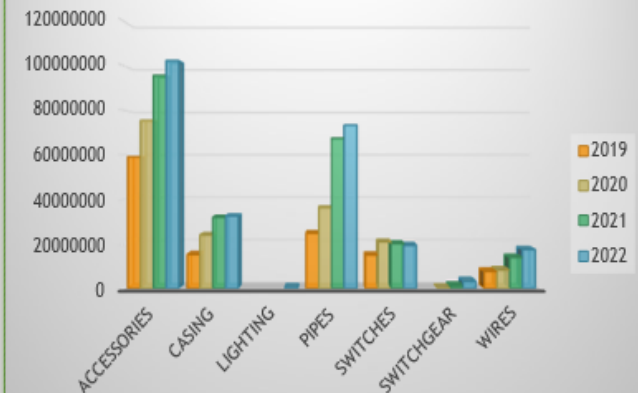
Top 10 cities



Category wise Sales



Year wise sales per category



Use Excel dashboard workbook to get the result follow this link

[DA Test Data.xlsx](#)

Q1. In which state maximum sales happen?

Ans:- Maharastra

Q2. In which state minimum sales happen?

Ans:- Mizoram

Q3. Which product category has Higher Demand?

Ans:- Accessories

Q4:- Which Products has very less demands?

Ans:- Lightings

Q5:- How many of customer purchased the products overall?

Ans:- 4447

Q5:- Which Year had highest Sales?

Ans:- 2022

Q6. In which year maximum Growth happen?

An:- 2021

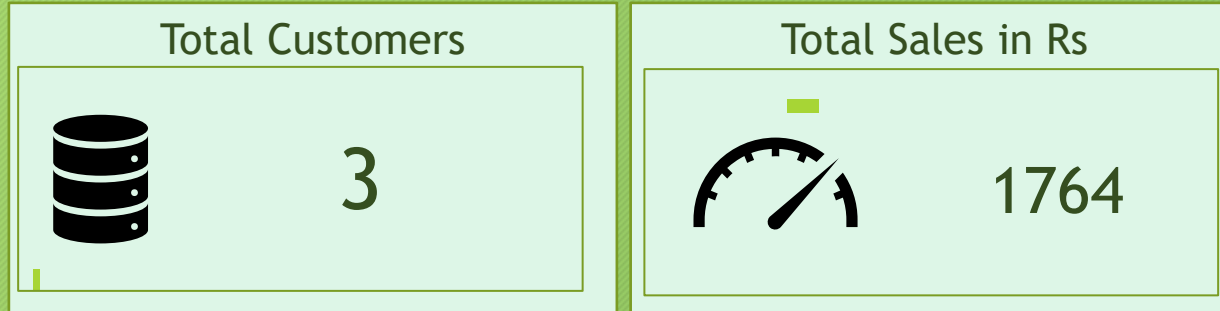
Q7. Which product has minumum sales?

Ans:- SwitchGear



## How to Improve Sales

- As we can see through the data that in Mizoram only 3 customers purchased a product of rs.1764.



Population of Mizoram      11Lakh

Company Can increase their Marketing Spend in Mizoram to get more sales if we assume that company is not spending any rupee in Mizoram for advertising their products.

If company want to advertise digitally through Instagram and facebook:-

Age wise distribution

Age:-	0-15	15-30	30-45	45-60	60+
Dist:-	2.25L	2.25L	2.25L	2.25L	2.25L

%using social media

10%	90%	70%	10%	5%
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Total population using Instagram:- 6Lack (Approx.)

If a single ad costs 2rs then  $2 \times 6\text{Lack} = 12\text{Lack}$

So total advertisement would be co around 12 lack ruppee

If the retention rate will be 10% then approx. 60,000 customers will be reatained.

Links to go to excel file for reference [DA Test Data.xlsx](#)