

Sales Performance Analysis

Key Analytical Questions:

1. What are the total sales over time (daily, weekly, monthly)?
 - **Visual:** *Sales Amount by Date (Time Series)*
 - **Insight:** Tracks sales trends over time to identify seasonal patterns and growth.
 2. Which products are generating the highest revenue?
 - **Visuals:** *Sales Amount by Item, Top 10 Items by Sales*
 - **Insight:** Identifies the top-selling products, providing information on product performance.
 3. How do sales vary by product category (Item Class)?
 - **Visual:** *Sales Amount and Quantity by Item*
 - **Insight:** Analyzes the contribution of different product categories to total sales.
 4. How do sales fluctuate throughout the week?
 - **Visual:** *Sales by Day of Week*
 - **Insight:** Shows daily sales patterns, helping to understand busy periods.
 5. Which sales reps are driving the most sales?
 - **Visual:** *Quantity by Sales Rep*
 - **Insight:** Highlights which sales reps contribute the most to overall sales volume.
 6. How do sales fluctuate over months and years?
 - **Visual:** *Sales Over Time by Month/Year*
 - **Insight:** Displays the historical sales performance month-to-month or year-to-year.
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Profitability Analysis

Key Analytical Questions:

1. What are the total profit margins across different products?
 - Visual: *Profit Margin Analysis by Item*
 - Insight: Evaluates profitability across product lines, identifying top and underperforming items.
 2. Which products are incurring losses?
 - Visual: *Loss Analysis (Negative Profits), Bottom 10 Items by Loss*
 - Insight: Focuses on identifying products with negative profit margins to optimize pricing or reduce costs.
 3. How do discounts impact profitability?
 - Visuals: *Effect of Discounts on Profitability, Return on Investment (ROI)*
 - Insight: Shows the correlation between discounts and profit margins, indicating when discounting erodes profitability.
 4. What is the return on investment (ROI) for each product?
 - Visual: *Return on Investment (ROI)*
 - Insight: Provides insights into product profitability relative to the cost of goods sold.
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Customer Analysis

Key Analytical Questions:

1. Who are the top customers based on sales volume and revenue?
 - Visual: *Top Customers by Sales Volume*
 - Insight: Ranks customers based on their contribution to total sales, helping identify key accounts.
2. What is the customer retention rate? Are certain customers making repeated purchases?

- **Visual:** *Customer Retention (Repeat Purchases)*
 - **Insight:** Analyzes the frequency of repeat purchases, helping to assess customer loyalty and retention strategies.
3. Which customer segments are the most profitable?
- **Visual:** *Most Profitable Customer Segments*
 - **Insight:** Identifies which customer segments contribute the most to the company's profits.
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Sales Rep Performance

Key Analytical Questions:

1. Which sales reps are bringing in the most sales and revenue?
 - **Visual:** *Sales Performance by Sales Rep*
 - **Insight:** Compares the performance of different sales reps to identify top performers.
 2. How does sales performance vary across different sales reps and regions?
 - **Visual:** *Sales Performance by Sales Rep Across Regions*
 - **Insight:** Helps understand regional differences in sales performance and which reps excel in specific regions.
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Product and Inventory Analysis

Key Analytical Questions:

1. What is the sales trend for each product over time?
 - **Visual:** *Sales Trends for Each Product Over Time*
 - **Insight:** Shows the trajectory of individual product sales, allowing for demand forecasting and stock planning.

2. Which products are frequently discounted, and how do discounts affect their sales?
 - Visual: *Effect of Discounts on Sales for Individual Products*
 - Insight: Helps understand which products rely on discounts to drive sales, potentially highlighting opportunities for better pricing strategies.
 3. How do sales compare to the listed price for products?
 - Visual: *Comparison of Sales and List Price*
 - Insight: Analyzes whether products are selling above or below the list price and the effect of discounts on the overall revenue.
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KPIs and Summary Visualizations

Key Analytical Questions:

1. What are the key performance indicators (KPIs) for sales and profitability?
 - Visual: *Total Sales and Profit KPIs*
 - Insight: A high-level overview of the most important metrics such as total sales, profit margins, and top-performing products or customers.