Retail Sales Analytics Report

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Role: Data Analyst

Tools: Python (Pandas), Matplotlib, Seaborn, Excel, Power BI

Executive Summary

This report analyzes historical retail sales data to identify revenue-driving product segments, regional performance, customer contributions, and seasonal trends. Key findings include product-line concentration, region-wise revenue distribution, and seasonal spikes in sales that can inform inventory and marketing strategies.
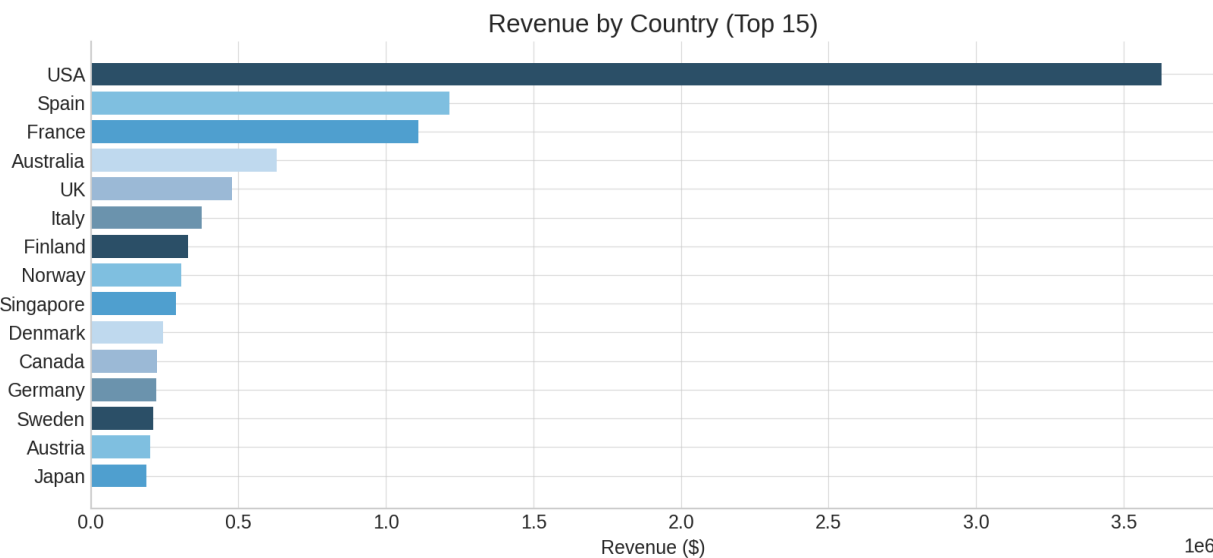
Key Performance Indicators

Total Revenue: $10,032,628.85
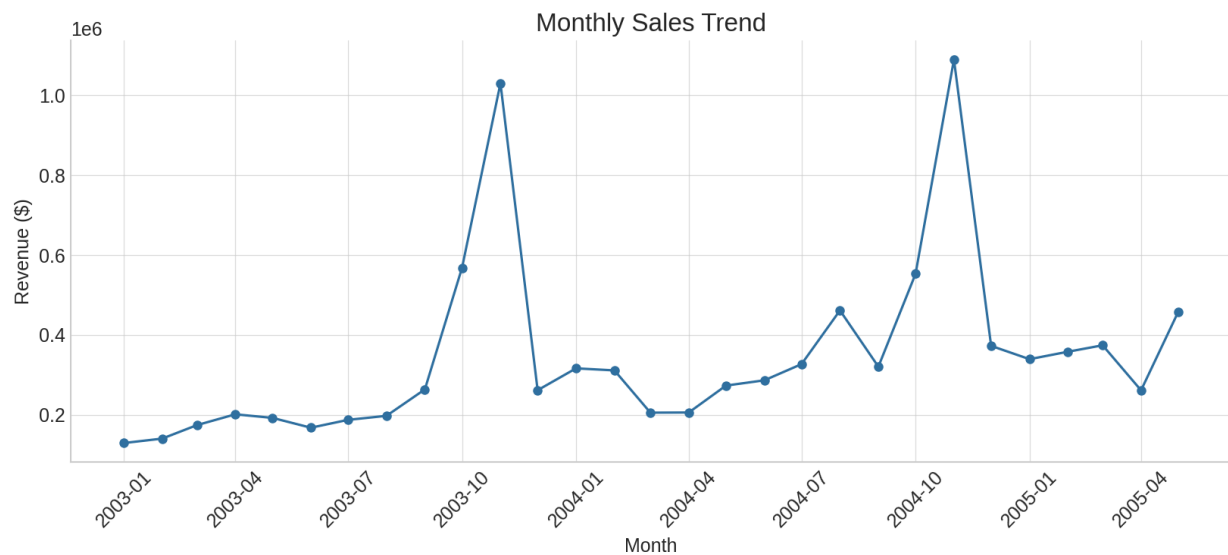**Total Orders:** 307
Total Customers: 92

Top Revenue Product Lines
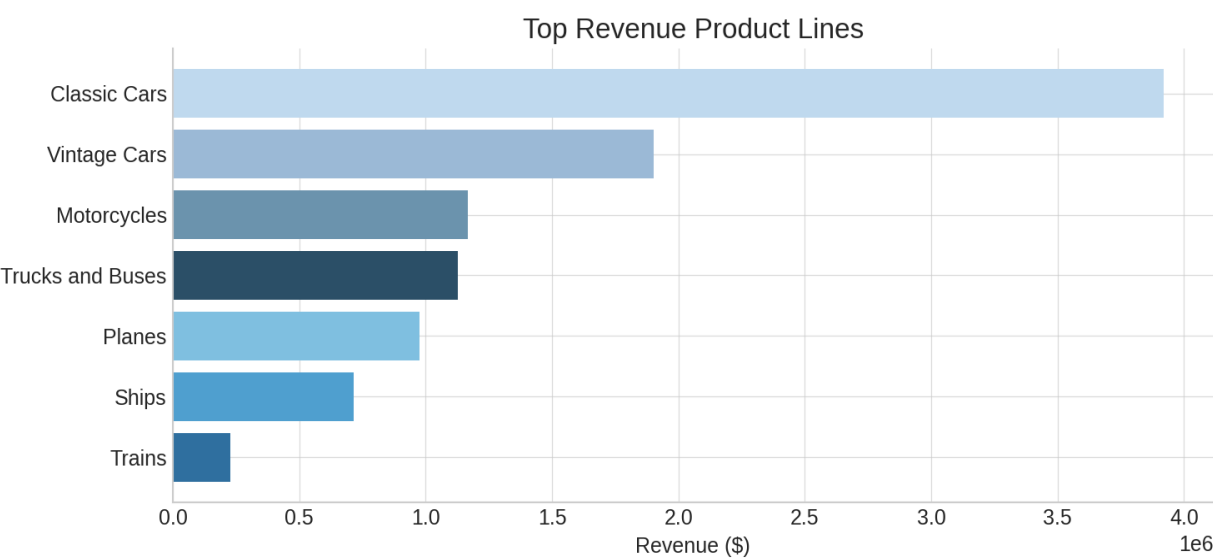
Revenue by Country (Top 15)

Monthly Sales Trend

Monthly Sales Trend

Strategic Recommendations

• Prioritize inventory and marketing investments for the Classic Cars product line to capture incremental revenue.
• Strengthen presence and targeted campaigns in top-performing regions such as the USA and Spain.
• Implement demand planning for Q4 based on historical seasonal spikes to avoid stockouts.
• Diversify customer base to reduce dependency on a few key customers and mitigate concentration risk.

Next Opportunities

• Build a forecasting model (ARIMA/Prophet) to anticipate seasonal demand.
• Perform RFM analysis for customer segmentation and targeted retention campaigns.
• Construct product-level profitability models to guide promotional strategies.