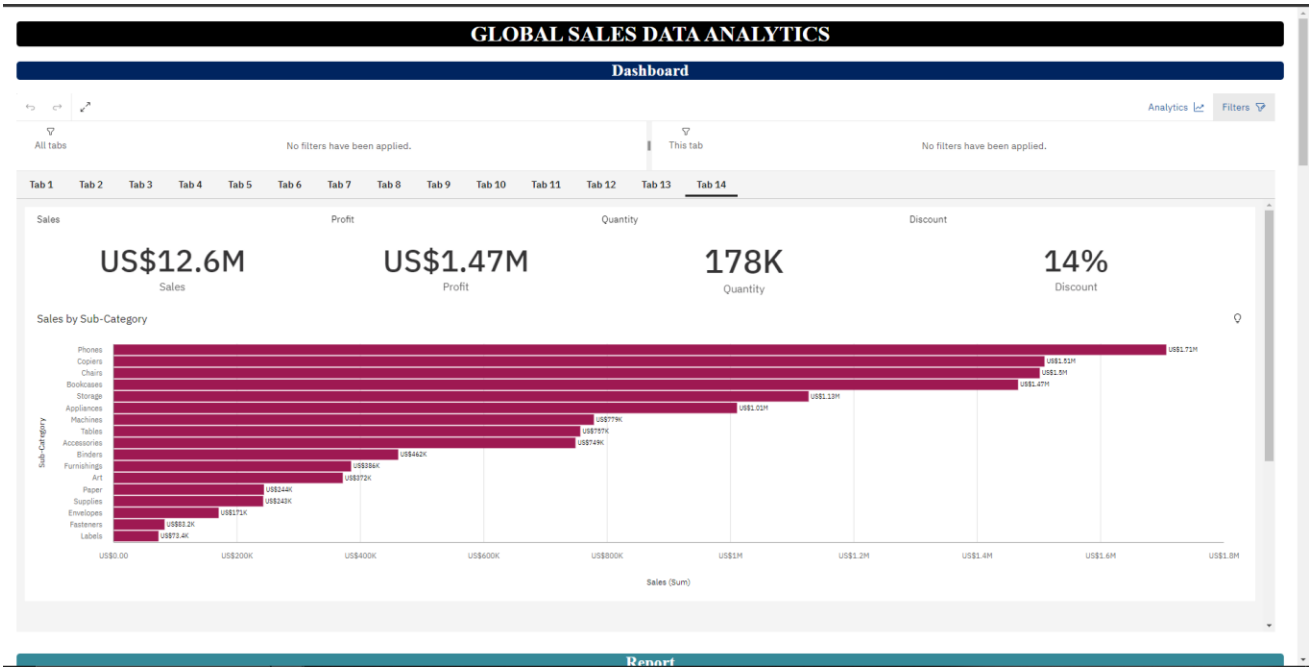
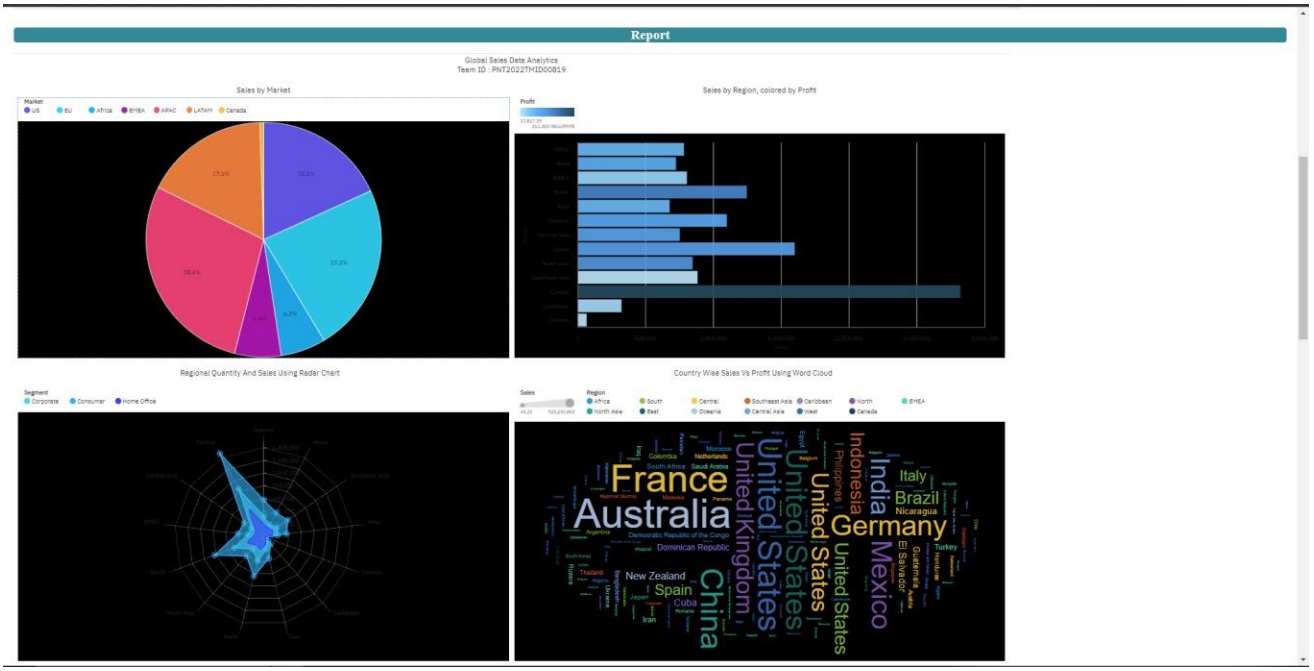
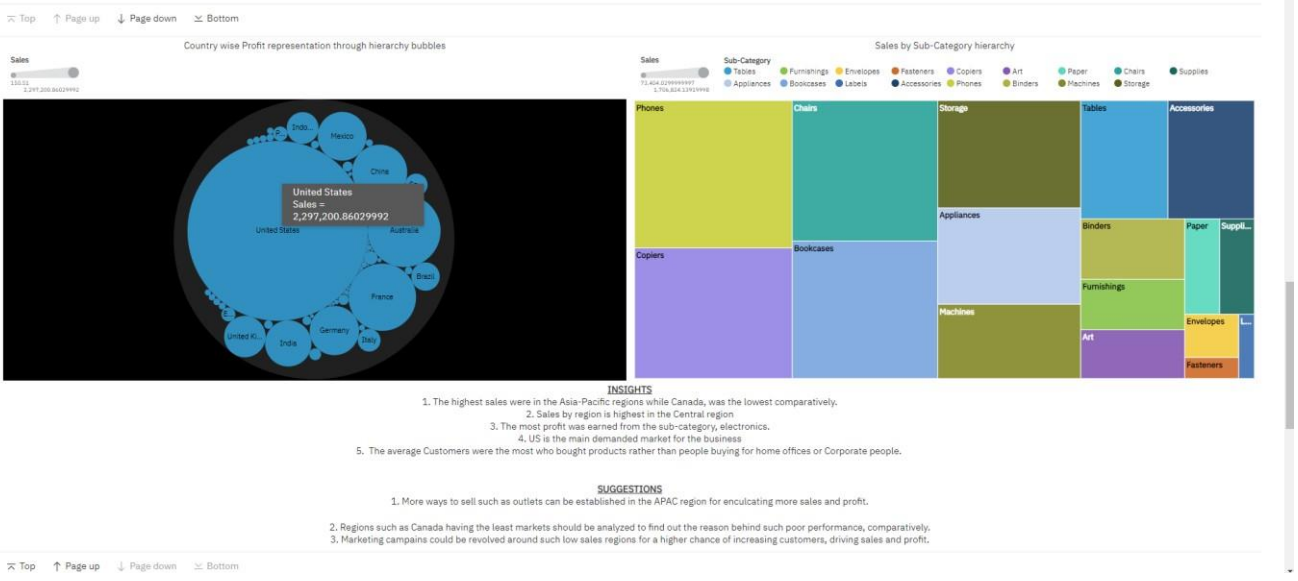
WEB APPLICATION AND SOURCE CODE

Team ID	PNT2022TMID03205
Project Name	Global Sales Data Analytics

WEB APPLICATION:







INSIGHTS

1. The highest sales were in the Asia-Pacific regions while Canada, was the lowest comparatively.
2. Sales by region is highest in the Central region
3. The most profit was earned from the sub-category, electronics.
4. US is the main demanded market for the business
5. The average Customers were the most who bought products rather than people buying for home offices or Corporate people.

SUGGESTIONS

1. More ways to sell such as outlets can be established in the APAC region for enculcating more sales and profit.

2. Regions such as Canada having the least markets should be analyzed to find out the reason behind such poor performance, comparatively.
3. Marketing campains could be revolved around such low sales regions for a higher chance of increasing customers, driving sales and profit.

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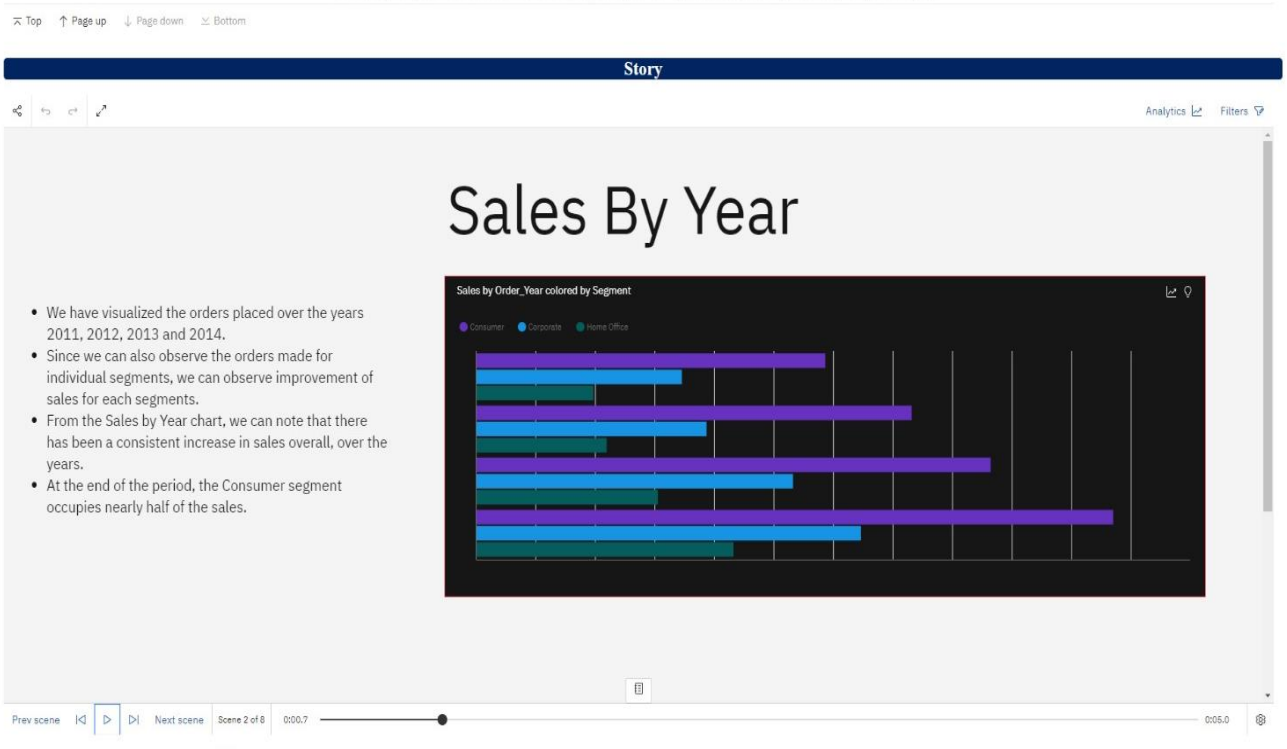

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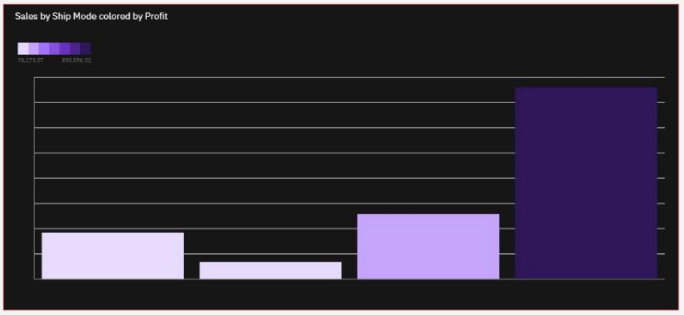
Story

Analytics | Filters

Sales by Ship Mode

- We have visualized the Sales by Ship Mode, coloured by profit.
- Since we can also observe the orders made for individual Ship mode, we can observe sales for each mode.
- From this chart, we can note that Standard Class is the most profitable and used option for the customers.
- The magnitude of sales through the Standard Class shows business's preference of shipping.



Prev scene | Next scene | Scene 3 of 8 | 0:00.5 | 0:05.0

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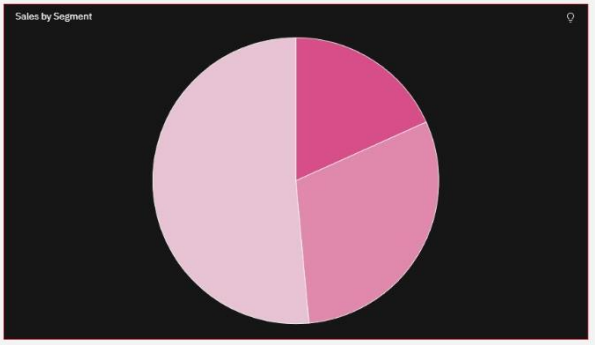
Story

Analytics | Filters

Sales by Segment

- We have visualized the sales by segments, over the years.
- Since we can also observe the sales made for individual segments, we can observe the performance, segment wise.
- From the chart, we can note that more than half of the sales is done by the average Consumer rather than Home Offices or Corporate.
- This shows that the primary market for the business are the average consumers.



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Story

Analytics Filters

Sales by Country

- We have visualized the Sales over a map.
- From the Sales by Country chart, we can note the top 10 sales made, country wise overall, over the years.
- We have noted that US stands to be the most profitable since it has the most sales for the business.

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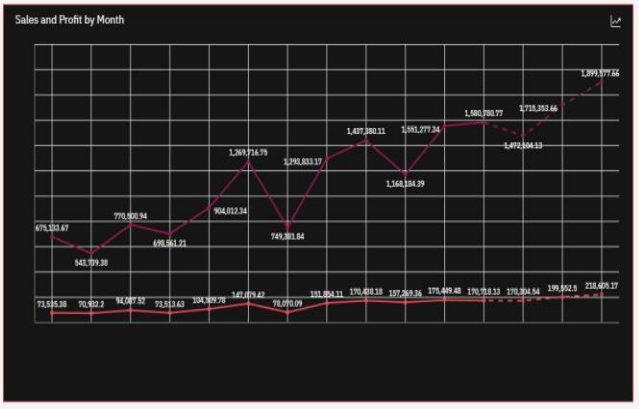
Story

Analytics Filters

Sales Forecast

- We have visualized the sales and profit made, over the last 12 months
- We can also observe the relation between profit and sales by analysing this chart.
- From the chart, we can see the forecasted sales and profit for the next 3 months.
- It is forecasted with a confidence level of 95%.



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Story

Analytics | Filters

Sales by Word Cloud

- Utilizing a Word Cloud, we have made the chart illustrating the size of sales made represented through the size of the actual country's names.
- It can be noted that the United Sates are prominent which shows their dominance in the sales.
- Followed by countries such as United Kingdom, Australia, Germany, France, Mexico and India.

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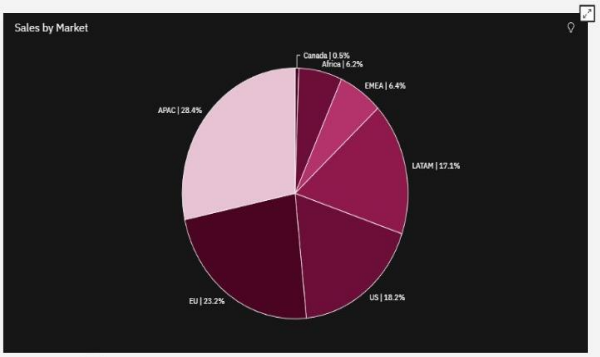
Story

Pie | Analytics | Filters

Sales by Market

- We have visualized the Sales segregated by the market of the business.
- Since we can also observe the sales made for individual markets, we can observe dominance of each market.
- From the Sales by Market chart, we can note that Canada has been the country with the least sales with a staggering 0.5% sales, showcasing a problem that can be addressed.
- APAC seems to be the most performing markets although EU and US are close.



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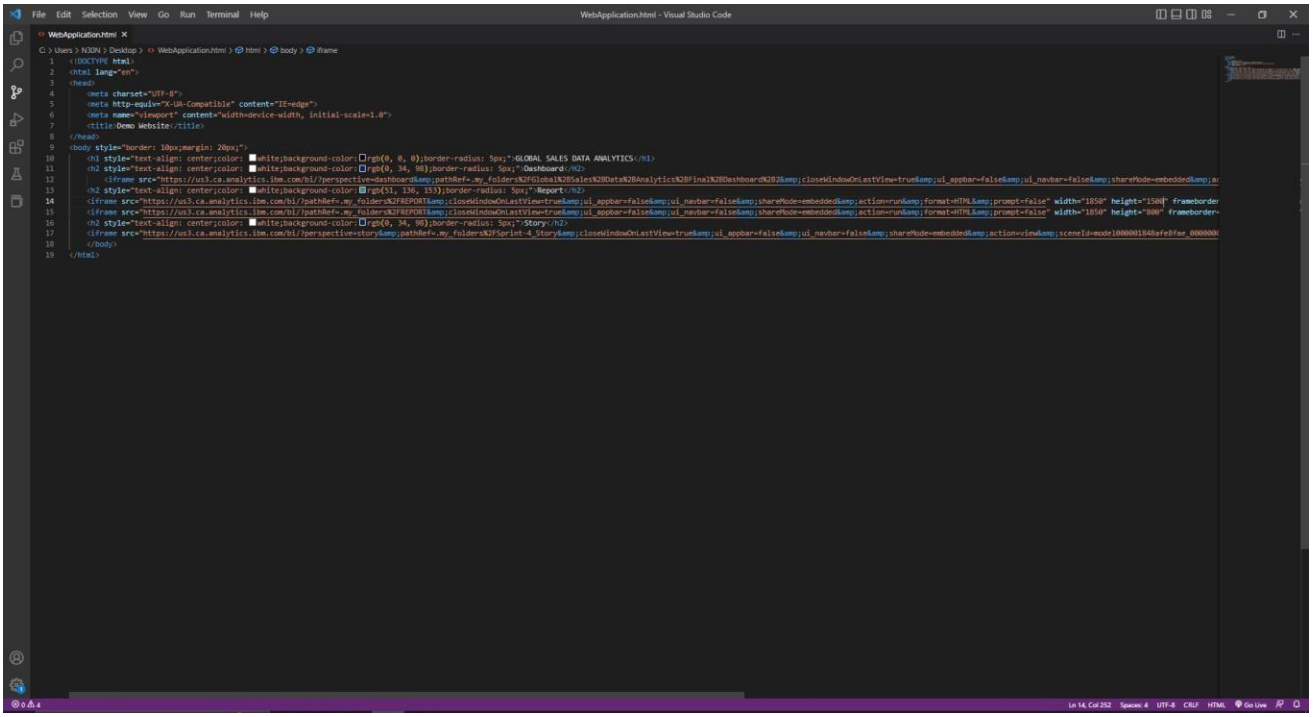
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