Global Sales Data Analytics - Ideation

Comparative charts can help monitor the product-wise sales.

The dashboard must be concise and user-friendly. Generating insights from sales data, trends, and metrics to set targets and forecast future sales performance Revenue outcome must be determined

Segment-wise analysis can be performed. (ex. Consumer, Corporate etc.)

Identify, optimize, and forecast sales

Using diagnostic analytics, you can review current and past sales data from your company to understand less-thanstellar emerging issues better.

Invest in the right sales opportunity

Sub-categories can help identify which zone has which market.

Customer IDs can be used for identifying customer recommendations. Discounts must be evaluated Order Date and Shipping Date will give insights about delivery duration.

Can help with low chances of customer churn.

Grow Sales and Improve Processes

Order Priority data must be observed.

Regional and Zone wise data exploration.

Top 3 Ideas

- 1. Revenue outcome must be Identify, optimize and forecast sales.
- 2. The dashboard must be user-friendly.
- 3. Generating insights from sales data, trends, and metrics to set targets and forecast future sales performance