

## STORY PDF

Team ID	PNT2022TMID40195
Project Name	Global Sales Data Analytics

# GLOBAL SALES AND DATA ANALYTICS

PRESENTED BY:

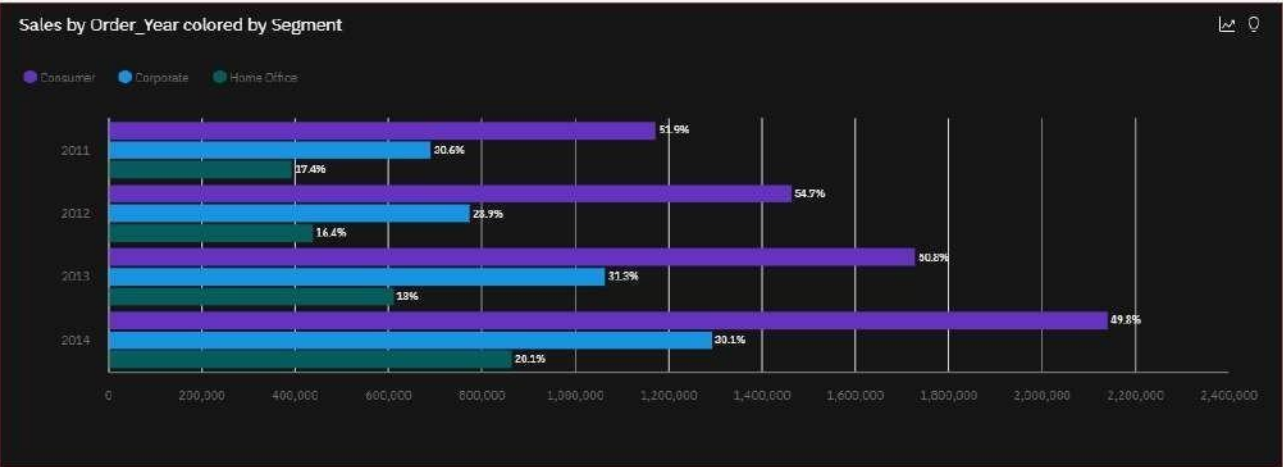
DINESH V  
MURALI B  
PREMKUMAR S  
PUGAZHENDHI E

FACULTY MENTOR :

MR.CHANDRA KUMAR .K[M.E][AP-CSE]

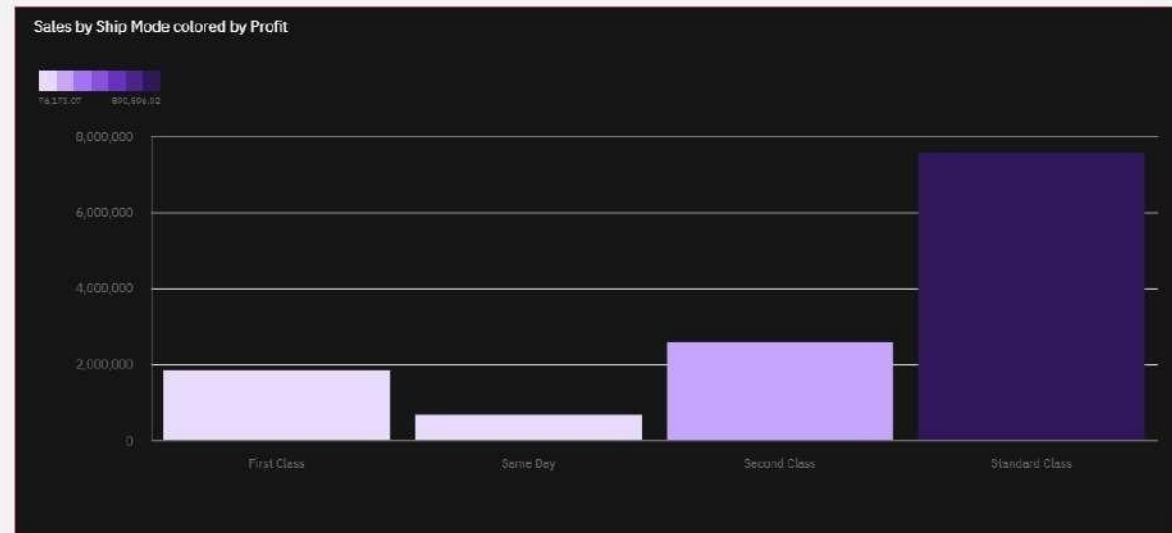
# Sales By Year

- We have visualized the orders placed over the years 2011, 2012, 2013 and 2014.
- Since we can also observe the orders made for individual segments, we can observe improvement of sales for each segments.
- From the Sales by Year chart, we can note that there has been a consistnt increase in sales overall, over the years.
- At the end of the period, the Consumer segment occupies nearly half of the sales.



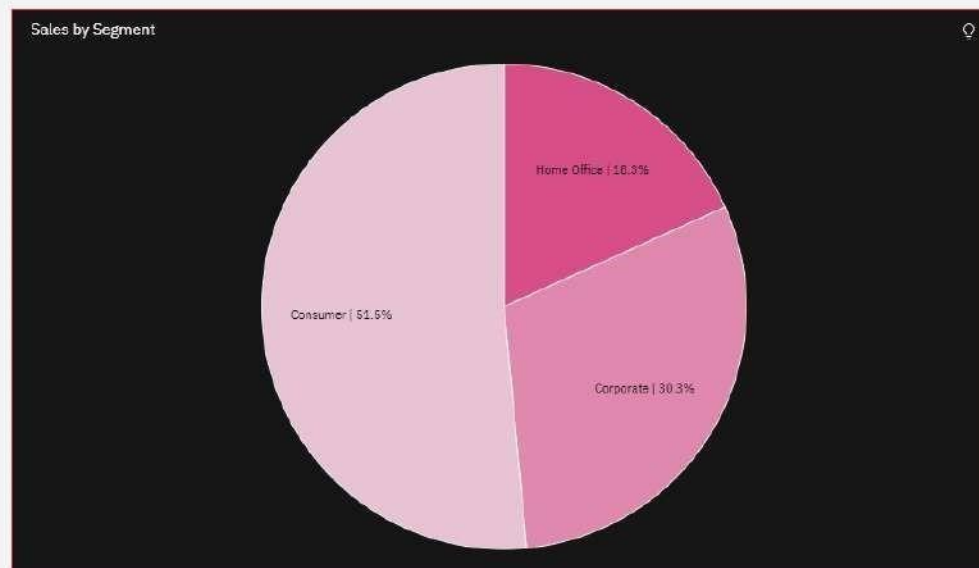
# Sales by Ship Mode

- 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.



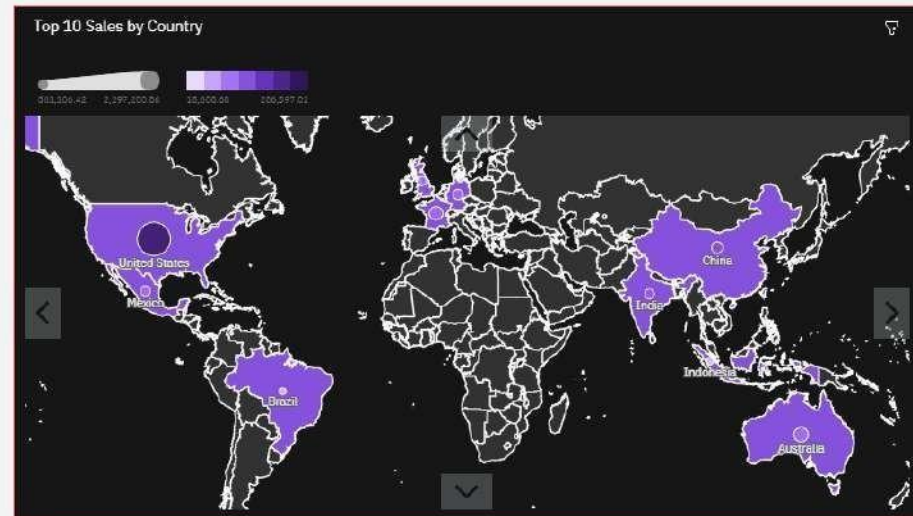
# Sales by Segment

- 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.



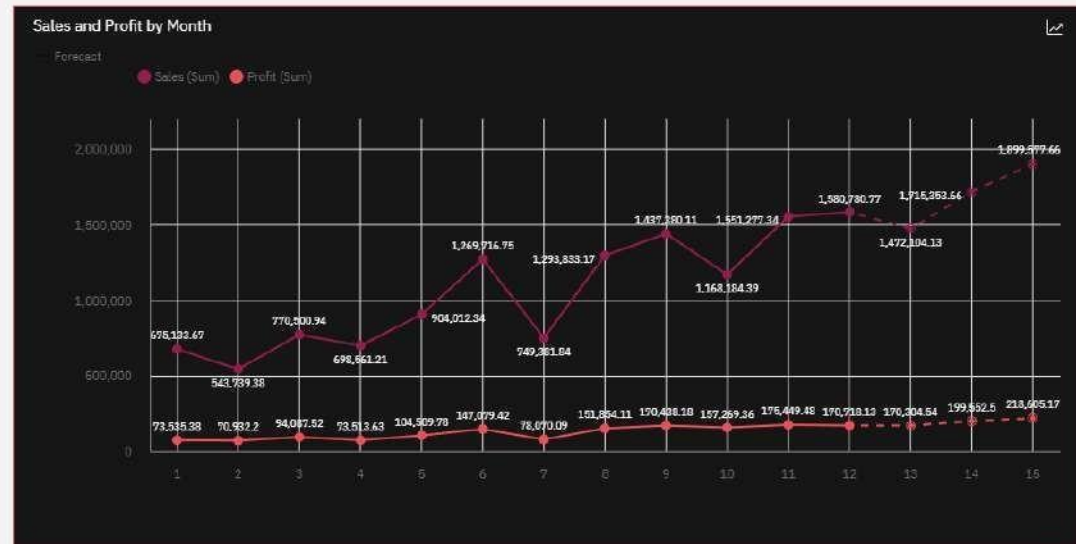
# Sales by Country

- 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.



# 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%.





## 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.

