

# Global sales data analytics

## Introduction

All actions taken to sell a good or service to a customer or business are referred to as sales. To make changes, it is crucial for the sales and marketing teams to evaluate their performance and plans. Sales analytics is one method of performance evaluation. The term "sales analytics" refers to the use of technology to gather and analyze sales data in order to provide practical knowledge. It is employed to pinpoint, enhance, and forecast sales. It makes use of many KPIs and indicators to develop an effective sales strategy that increases the company's revenue.

## Metrics to be calculated :

- Sales growth shows how much your revenue increases (or decreases) over a specific period of time. This metric provides a bird's-eye view of sales and how your team is performing.
- Sales target evaluates current sales and compares them to your bigger, long-term goals.
- Sales per rep measures the individual performance of your agents.
- The sell-through rate assesses how quickly a business can sell its inventory.
- Sales per product, also called product performance, shows the profitability of each product you sell.
- Average purchase value, or average sale value, examines the average value of each transaction.

## Problem approach

To analyze the sales data generated by the e-commerce sites such as Amazon, Flipkart, Myntra, etc., By using following question

- Which month is best for selling products?
- Which city orders the highest number of products?
- What time of the day do people order the most goods online?
- Which product has the highest demand and why?
- Which age group of people are buying most of the products?
- Which region contains the most sales?