

Title: Sales Data (MeriSKILL Project)

Project Objective:

Purpose: Analyze sales data to identify trends, top-selling products, and revenue metrics for business decision-making.

Description: In this project, you will dive into a large sales dataset to extract valuable insights. You will explore sales trends over time, identify the best-selling products, calculate revenue metrics such as total sales and profit margins, and create visualizations to present your findings effectively. This project showcases your ability to manipulate and derive insights from large datasets, enabling you to make data-driven recommendations for optimizing sales strategies.

Questions :

1. What The Total Profit?

_ (34,492,036).

2. How Many Number Of Orders?

_ (178,437)

3. How Many Sales Quantity For All Orders ?

_ (209,079)

4. What Is The Most Profitable Month Of The Year?

	Month Name	total profit
1	December	4,613,443
2	October	3,736,727
3	April	3,390,670
4	November	3,199,603
5	May	3,152,607
6	March	2,807,100
7	July	2,647,776
8	June	2,577,802
9	August	2,244,468
10	February	2,202,022
11	September	2,097,560
12	January	1,822,257

5. What Is The Average Price For Each Product?

	Product	avg_per_product
1	Macbook Pro Laptop	1700
2	ThinkPad Laptop	999.99
3	iPhone	700
4	LG Dryer	600
5	LG Washing Machine	600
6	Google Phone	600
7	Vareebadd Phone	400
8	27in 4K Gaming Monitor	389.99
9	34in Ultrawide Monitor	379.99
10	Flatscreen TV	300
11	Apple Airpods Headphones	150
12	27in FHD Monitor	149.99
13	20in Monitor	109.99
14	Bose SoundSport Headphones	99.99
15	Lightning Charging Cable	14.95
16	Wired Headphones	11.99
17	USB-C Charging Cable	11.95
18	AA Batteries (4-pack)	3.84
19	AAA Batteries (4-pack)	2.99

6. What Are The Top 10 Products That Have Sales Amount?

	Product	Count_Quantity
1	AAA Batteries (4-pack)	31017
2	AA Batteries (4-pack)	27635
3	USB-C Charging Cable	23975
4	Lightning Charging Cable	23217
5	Wired Headphones	20557
6	Apple Airpods Headphones	15661
7	Bose SoundSport Headphones	13457
8	27in FHD Monitor	7550
9	iPhone	6849
10	27in 4K Gaming Monitor	6244

7. What Are The Top 10 Profitable Products?

	Product	Total Profit
1	Macbook Pro Laptop	8,037,600
2	iPhone	4,794,300
3	ThinkPad Laptop	4,129,959
4	Google Phone	3,319,200
5	27in 4K Gaming Monitor	2,435,098
6	34in Ultrawide Monitor	2,355,558
7	Apple Airpods Headphones	2,349,150
8	Flatscreen TV	1,445,700
9	Bose SoundSport Headphones	1,345,565
10	27in FHD Monitor	1,132,424

8. The best cities to sell products in quantity?

	City	Total Quantity
1	San Francisco	50239
2	Los Angeles	33289
3	New York City	27932
4	Boston	22528
5	Dallas	16730
6	Atlanta	16602
7	Seattle	16553
8	Portland	14053
9	Austin	11153

9. Which Cities Have The Biggest Profit?

	City	Total Profit
1	San Francisco	8,262,204
2	Los Angeles	5,452,571
3	New York City	4,664,317
4	Boston	3,661,642
5	Atlanta	2,795,499
6	Dallas	2,767,975
7	Seattle	2,747,755
8	Portland	2,320,491
9	Austin	1,819,582

10. Which Month Has The Largest Sales In Terms Of Quantity?

	Month Name	Total Quantity
1	December	28114
2	October	22703
3	April	20558
4	November	19798
5	May	18667
6	March	17005
7	July	16072
8	June	15253
9	February	13449
10	August	13448
11	September	13109
12	January	10903

(2020 has one month -- January--)

Tanks