



Sales Dashboard

Total Revenue

\$34M

Products

19

Number of Products Sold

209K

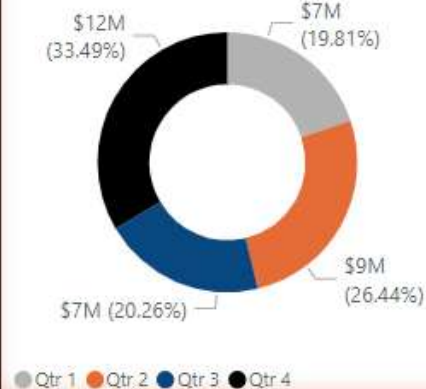
Total Orders

185.95K

Location

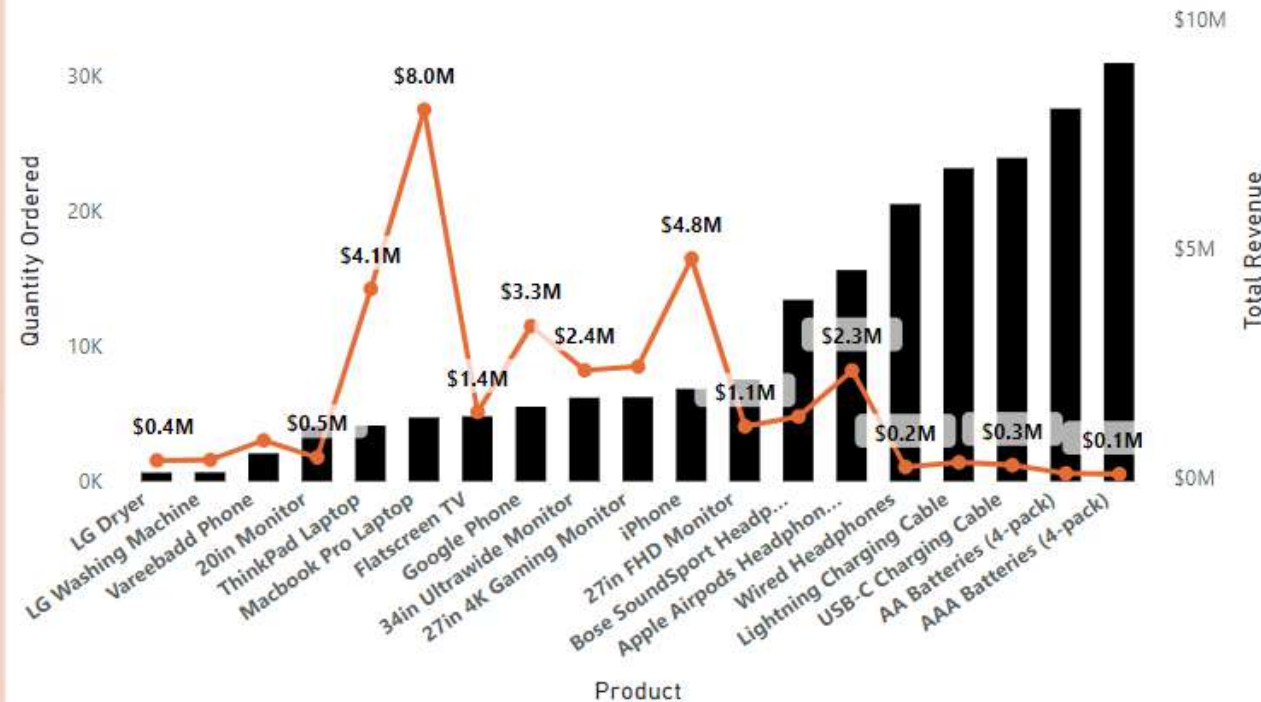


Sales by Quarter



Quantity Ordered and Total Revenue by Product

● Quantity Ordered ● Total Revenue



Quantity Ordered by Month name





Sales Dashboard

Average Quantity Ordered

1.12

Average Sales

\$185

Minimum Sale

\$3

Maximum Sale

\$3,400

Daily Orders

1,000



Sales by Month



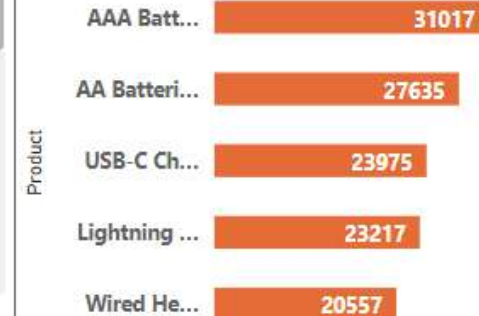
City	Revenue Generated	Quantity Ordered
Atlanta	\$2,795,499	16602
Austin	\$1,819,582	11153
Boston	\$3,661,642	22528
Dallas	\$2,767,975	16730
Los Angeles	\$5,452,571	33289
New York City	\$4,664,317	27932
Portland	\$2,320,491	14053
San Francisco	\$8,262,204	50239
Seattle	\$2,747,755	16553
Total	\$34,492,036	209079

Products by Sale



Sum of Total Sales

Products by Quantity Ordered





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INSIGHTS

The analysis of the sales data for a North American company was quite insightful. The total revenue generated was **£34.39 million**, indicating that the company has a good sale performance. The company had a total of **19 products** and sold over **209,000 products** during the period of analysis. On average, 1.12 units were ordered, and \$184 was made in sales.

Product Insights

While the **Macbook Pro, iPhone, Think pad Laptop, Google phone, and 27in 4k Gaming monitor** generated the majority of the company's revenue, the most **frequently purchased products** were the **AAA Batteries (4-Pack), AA Batteries (4-Pack), USB -C Charging cable, Lightning Charging Cable, and wired headphones**. The **Macbook Pro** generated **\$8,037,600** making it the **Highest revenue- generating product**, followed by the **iPhone** generating a total of **\$4794300** making it the **second highest revenue generating product**. The **AAA Batteries (4-Pack)** was ordered **31017** times, making it the **most popular product**, while the **AA Batteries (4-Pack)** was ordered **27635** times, placing it in second place. It is important to note that whilst the battery are ordered most they are not generating most of the revenue because it is low in cost.

Location-Based Insights:

San Francisco generated the **most revenue, \$8,262,204**, and ordered the **most products, 50,239**, with a **minimum sale** per order of **\$3** and a **maximum sale** per order of **\$3,400**. **Los Angeles** followed, ordering **33,289 products** and generating **\$5,452,571** in revenue, with a **minimum sale** per order of **\$3** and a **maximum sale** per order of **\$1,700**.

Quarterly Performance:

The sales in the **first quarter** amounted to approximately **\$7 million**, representing **19.81%** of the total revenue; the **second quarter** amounted to approximately **\$9 million**, representing **26.44%** of the total revenue; the **third quarter** amounted to approximately **\$7 million**, representing **20.26%** of the total revenue; and the **fourth quarter** amounted to approximately **\$12 million**, representing **33.49%** of the sales. This demonstrates that the preponderance of sales took place in the fourth quarter.

Seasonal Sales Trend:

This indicated a gradual but steady increase in sales from January 2019 to December 2019, with a noticeable spike in sales between September 2019 and October 2019, after which sales continue to rise steadily until January 2020. Also, it was observed that sales increased in April, possibly due to the Easter holiday, and then declined; sales increased again in October, possibly due to the Halloween holiday; and sales increased again in December, possibly due to the Christmas holiday. This indicates that **revenues are higher during the holiday season**.



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RECOMMENDATIONS

The following recommendations are provided based on the analysis conducted:

- The data suggests that there is a higher volume of sales during holiday seasons, making it advantageous to replenish inventory in order to meet client demand.
- During the holiday season, it is advisable to implement a range of methods, such as offering holiday discounts, implementing referral reward programmes, and intensifying marketing efforts, in order to enhance sales and consequently augment revenues.
- To ensure a consistent revenue stream, it is advisable to invest in both high-revenue generating products and those that see a high volume of orders.
- It is imperative to allocate attention towards customers and sales during the months of May to September in order to enhance sales generation. By analysing customer insights, managers can gain valuable guidance regarding potential product additions to their product line, which may subsequently bolster sales during these seasons.
- Implementing advertising methods and implementing discounted pricing during periods of decreased revenue creation.