**INSIGHTS FOR SALES DATASET ANALYSIS 2020-2023**

**CONTEXT**

Objectives:

This report analyzes sales data for the year 2020-2023 to identify trends, key drivers of performance, and areas for improvement. Identify sales trends by product, region, and quarter. Pinpoint declining sales drivers. Recommend strategies to optimize sales performance.

Scope:

The analysis covers data of 2020-2023 focusing on the key metrics like sales, quantity, product type and different categories of product.

Audience:

The insights are intended for the clients to make better decisions and their business growths.

ANALYSIS

Data collection and Cleaning:

The dataset was provided by the company and it is a raw data we need to clean it and remove blank rows , splitting column and handle the missing values by using power query.

Techniques used:

The techniques utilized where the creation of pivot tables, generating charts, slicers, timelines from the pivot tables and creation of dashboard for quick & easy analysis.

Findings:

* The best performing product types are Baby formulafeeding and weaning.
* The highest sales was in the September and March months in the overall year 2020-2023.
* The sales channel type Point of Sale has the high performed type than the other types.
* The returns are more in the online orders.
* The lowest sales are evident in the baby activity, toys and games.

CONCLUSION

The sales performance for 2020-2023 shows overall growth,highlighted challenges such as declining demand in specific regions and products. Addressing these issues through focused marketing, product optimization, and customer acquisition strategies can ensure sustained growth.

RECOMMENDATIONS

* November and December month has very lowest sales , need to improve sales in those months.
* Need to focus on sales channels types Online Stores and Draft Orders that has low sales.

Future considerations :

* Gather feedbacks from customers those who returned and cancelled orders.
* Give exclusive offers on festival periods.