

EDA CONTEST

SALES ANALYSIS PROJECT

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A detailed description about the project.



About the Data

Introduction to data set that is been used for project.



Insights to find?

What are the objectives and insights that are to be found out?



Visual analytics

Different visuals and summaries to understand data well



Key Findings

Insights we found out according to various questions.



Dashboard view

The view of dashboard that is been created



ABOUT THE PROJECT

ABOUT PROJECT

The project is data analytics project of EuroMart stores. In this project we are going to go through various aspects of data set and find the sales, profit, profit margin, discount and other things related to the sales analysis of the stores. The project will help the stores to modify the sales and help to improve their sales and marketing plan to regions, categories and segments where sales and profit are low.



ABOUT THE DATA

ABOUT DATA SET

The dataset is EuroStores Sales data which has various columns which gives information about different products their sales region, profits, discounts, shipping etc.

DETAILS OF DATASET

1

ORDER ID

The ORDER ID is the ID given to the order.

2

ORDER DATE

The ORDER DATE is the date when the product was ordered..

3

CUSTOMER NAME

The CUSTOMER NAME is the column in which name of the customer who has ordered is noted.

4

COUNTRY

The country in which customer reside.

5

STATE

The particular state of that country.

DETAILS OF DATASET

6

CITY

The city of that particular State.

7

REGION

The Region in which the customer stays i.e. either north, south, central

8

SEGMENTS

The SEGMENTS consist of various segments like HOME OFFICE, CONSUMER, CORPORATE.

9

SHIPPING MODE

Displays a particular shipping modes Economy, priority, etc.

10

CATEGORIES

The column displays various categories of the products.

DETAILS OF DATASET

11

SUB CATEGORIES

This shows various sub categories of categories.

12

PRODUCT NAME

The column displays names of the Product.

13

DISCOUNT

The column displays the Discount for the product.

14

SALES & PROFIT

The column displays the Sales & Profit for the product.

15

QUANTITY

The column displays quantity of the product



INSIGHTS TO
FIND OUT?

INSIGHTS TO BE FOUND?

- 1 Visual analytics and findings.
- 2 Overall analysis
- 3 Segment wise analysis
- 4 Region wise analysis
- 5 Country wise analysis



VISUAL ANALYTICS AND FINDINGS

SUMMARY OF DATA

Total sales

2.3M

Total Profit

283.2K

Total Quantity

30.4K

SUMMARY OF DATA

Total Transactions


8.0K

Profit Margin

12.1%

Total Customers

792



4.1

OVERALL ANALYSIS

CATEGORY WISE OVERALL SALES ANALYSIS

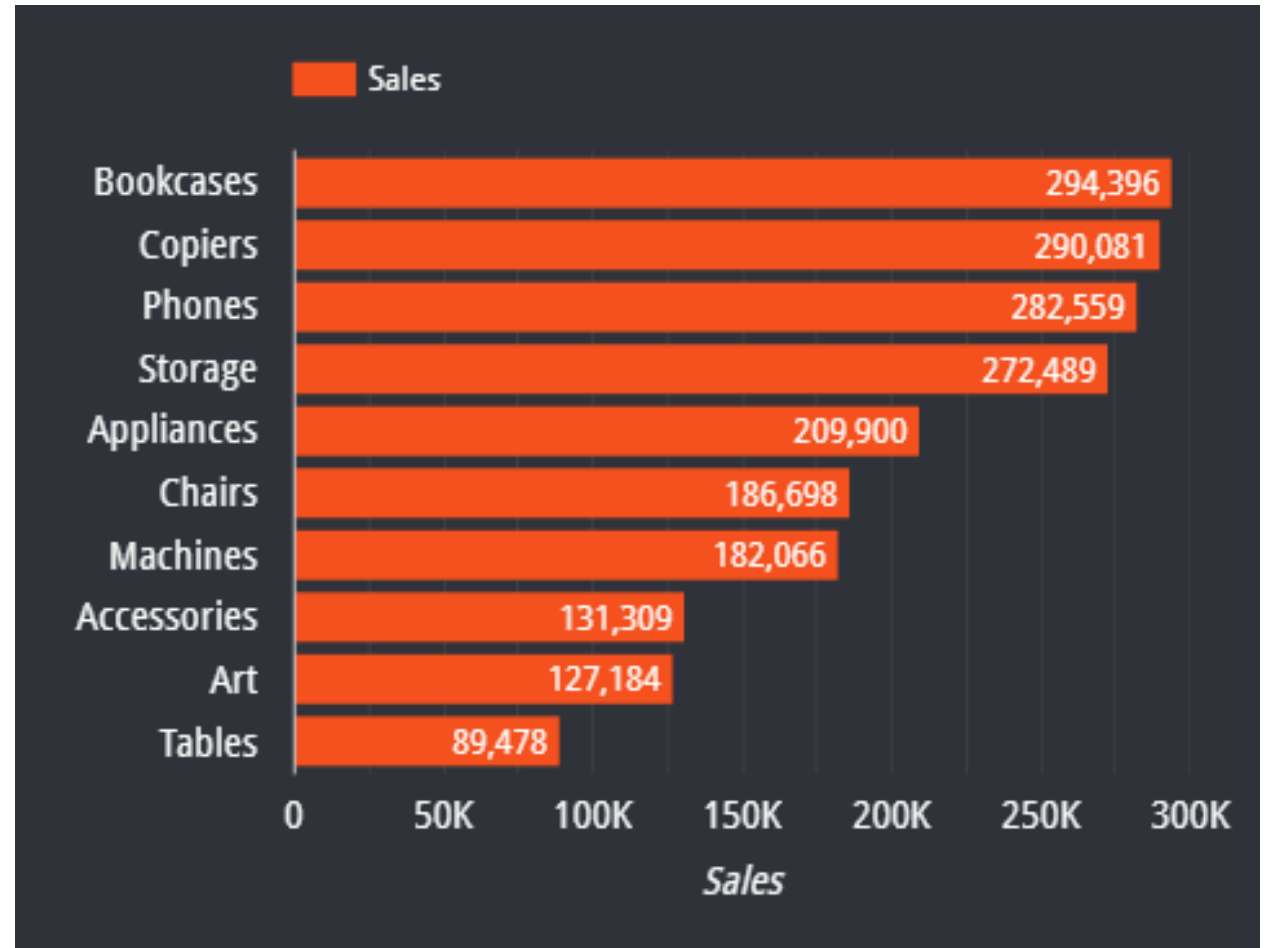
Total Sales

2.3M

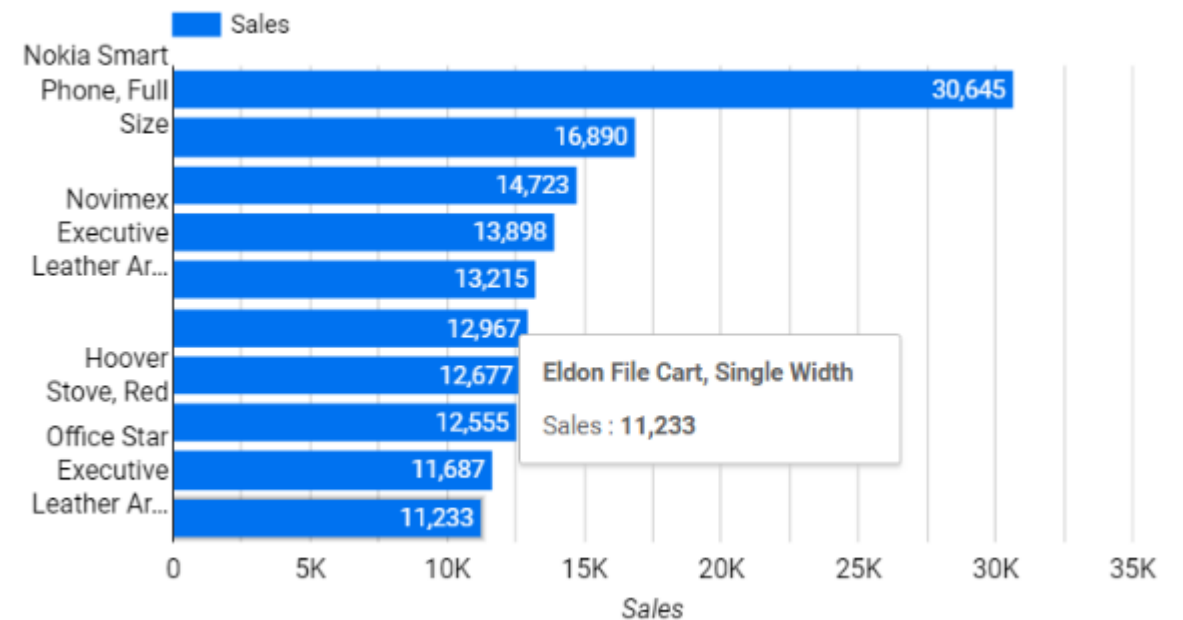
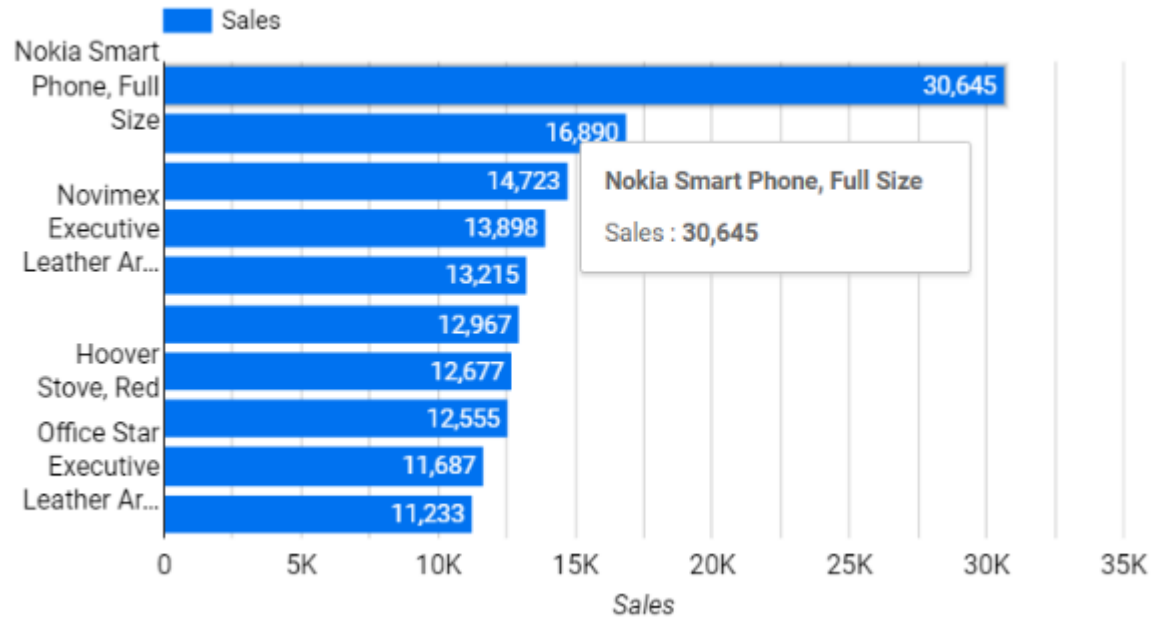
KEY INSIGHTS

The overall total sales are 2.3 M.

According to the graph **Bookcases** has the highest sales with 294,296. and the lowest is for **Tables** 89,478.



PRODUCTWISE OVERALL SALES ANALYSIS



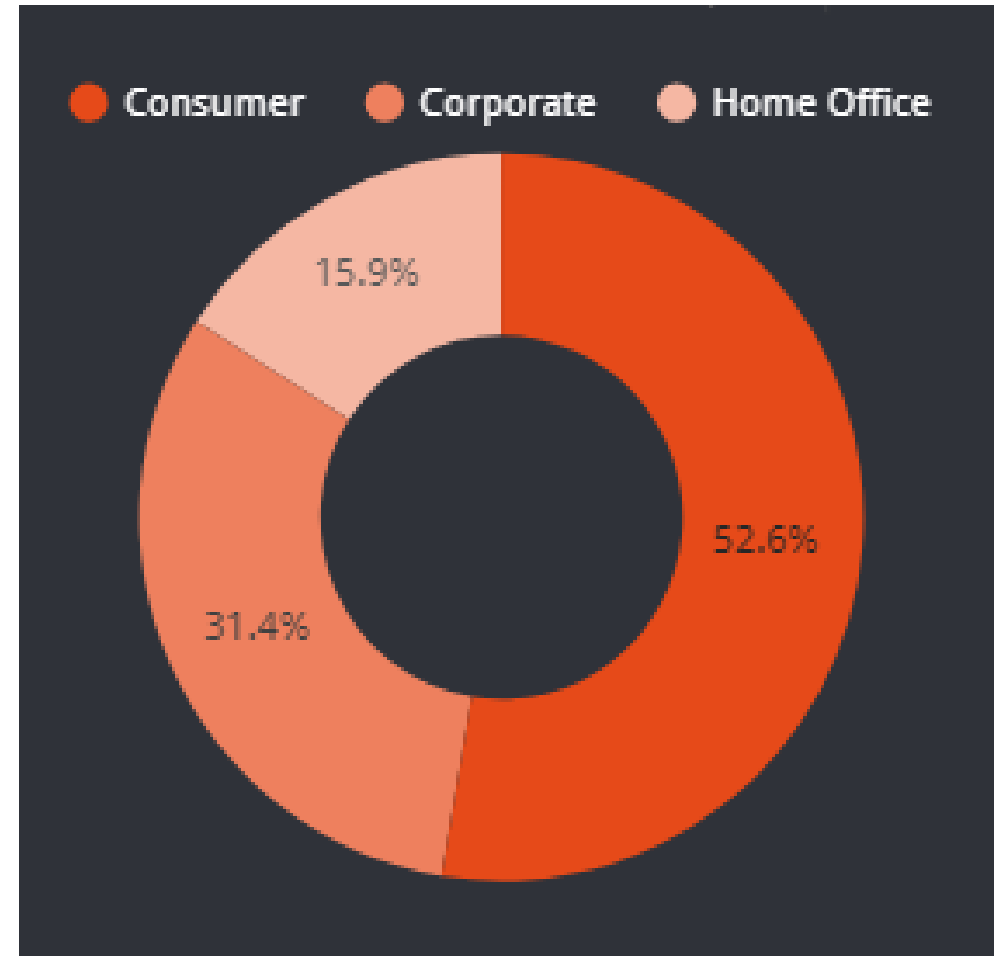
KEY INSIGHTS

For the products the sales is highest for **Nokia Smart Phone**, Full size and the sales is lowest for **Eldon File Cart, Single width**.

SEGMENT WISE OVERALL SALES ANALYSIS

KEY INSIGHTS

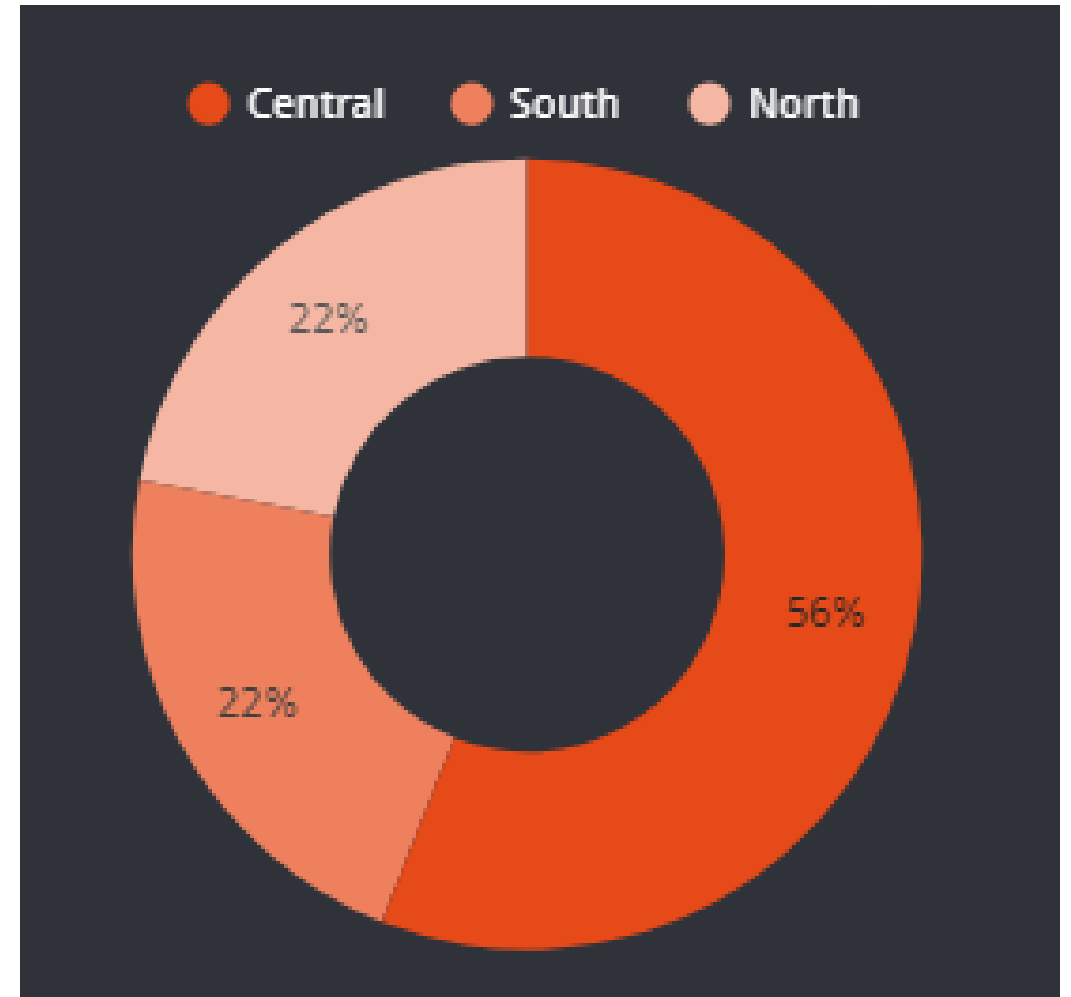
In segment wise sales analysis the highest percentage of sales is in **Consumer segment** i.e. **52.6%** and the lowest percentage of sales is in **Home Office** i.e. **15.9%**.



REGION WISE OVERALL SALES ANALYSIS

KEY INSIGHTS

For the region wise sales analysis. The **highest** is for **Central region i.e. 56%** and the both **South and North** shares same percentage of sales i.e. **22%**.



CATEGORY WISE OVERALL PROFIT ANALYSIS

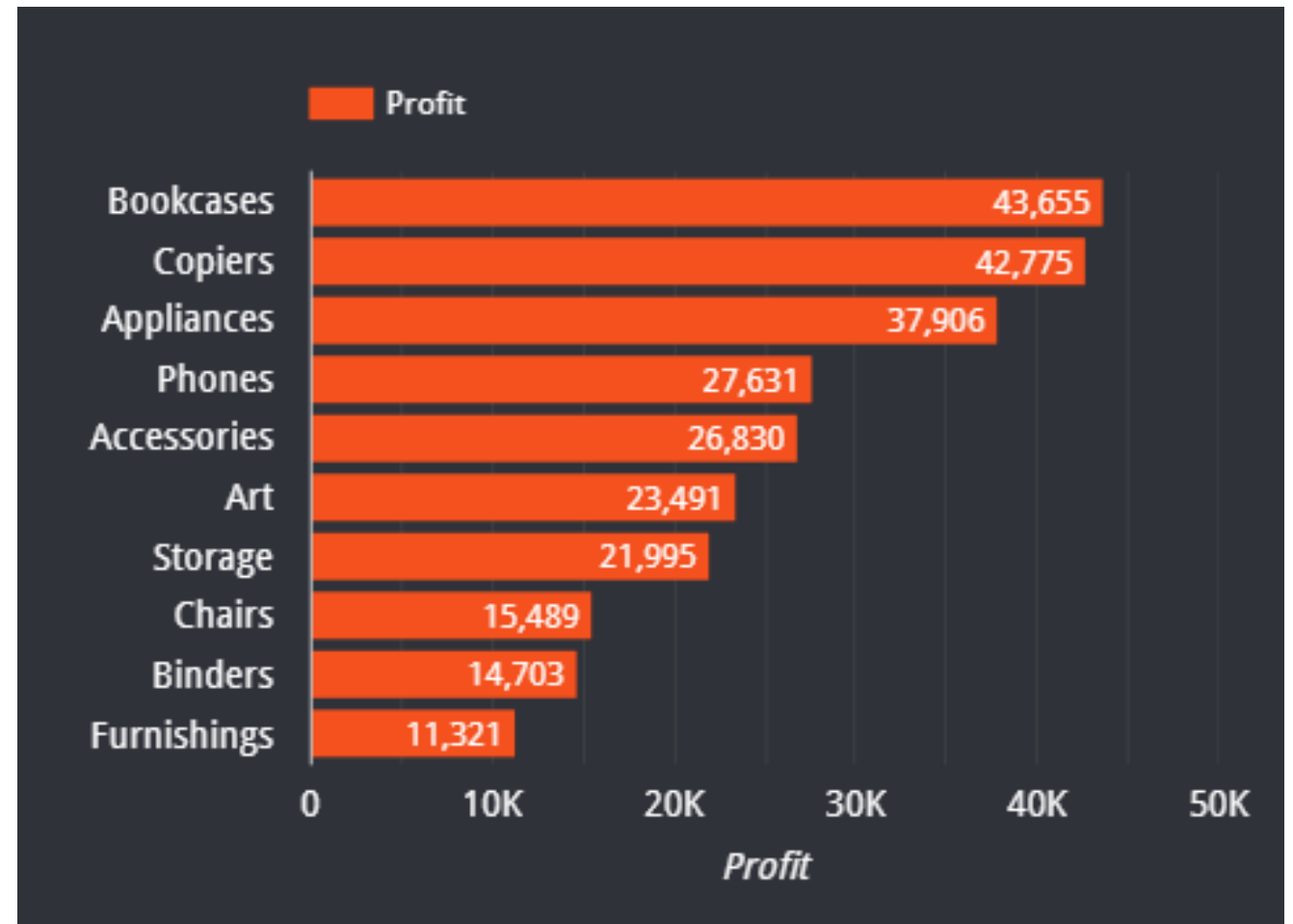
Total Profit

283.2K

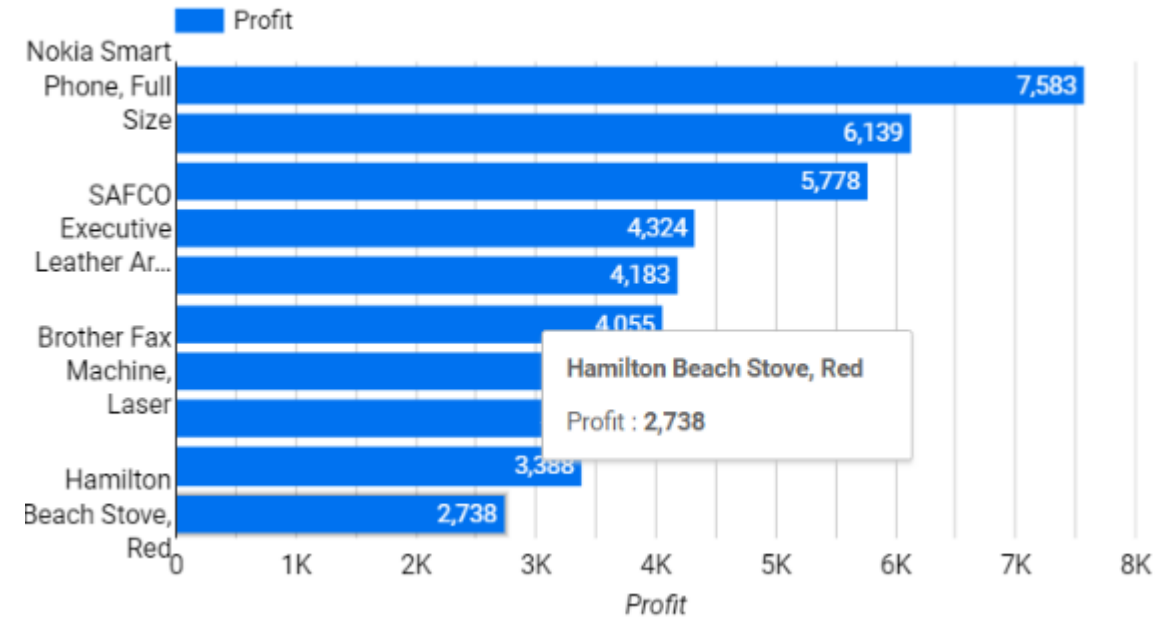
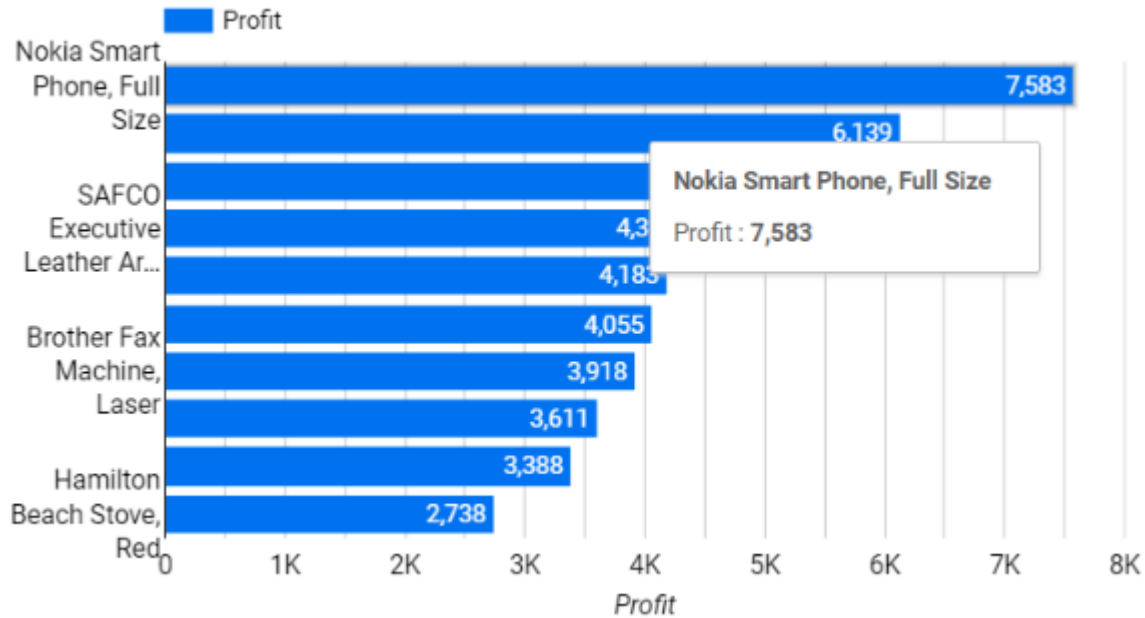
KEY INSIGHTS

The overall total profit are 283.2K

According to the graph **Bookcases** has the highest profit with 43,655 and the lowest is for **Furnishings** 11,321.



PRODUCTWISE OVERALL PROFIT ANALYSIS



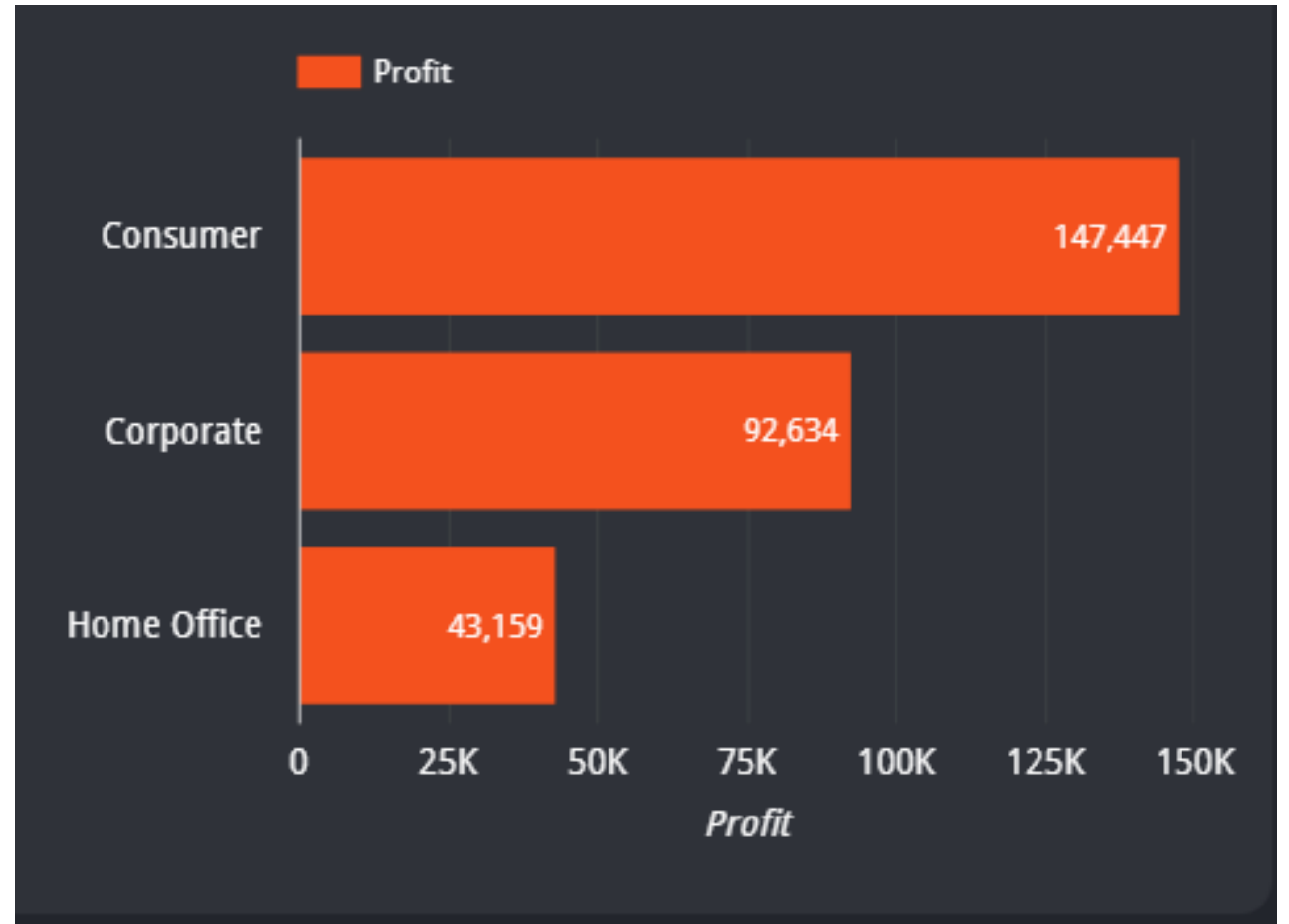
KEY INSIGHTS

For the products the profit is highest for **Nokia Smart Phone, Full size** and the sales is lowest for **Hamilton Beach Stove, Red**.

SEGMENT WISE OVERALL PROFIT ANALYSIS

KEY INSIGHTS

According to the visual the **profit** for **consumer** is highest and that of **Home office** is the lowest.



CATEGORY WISE OVERALL QUANTITY ANALYSIS

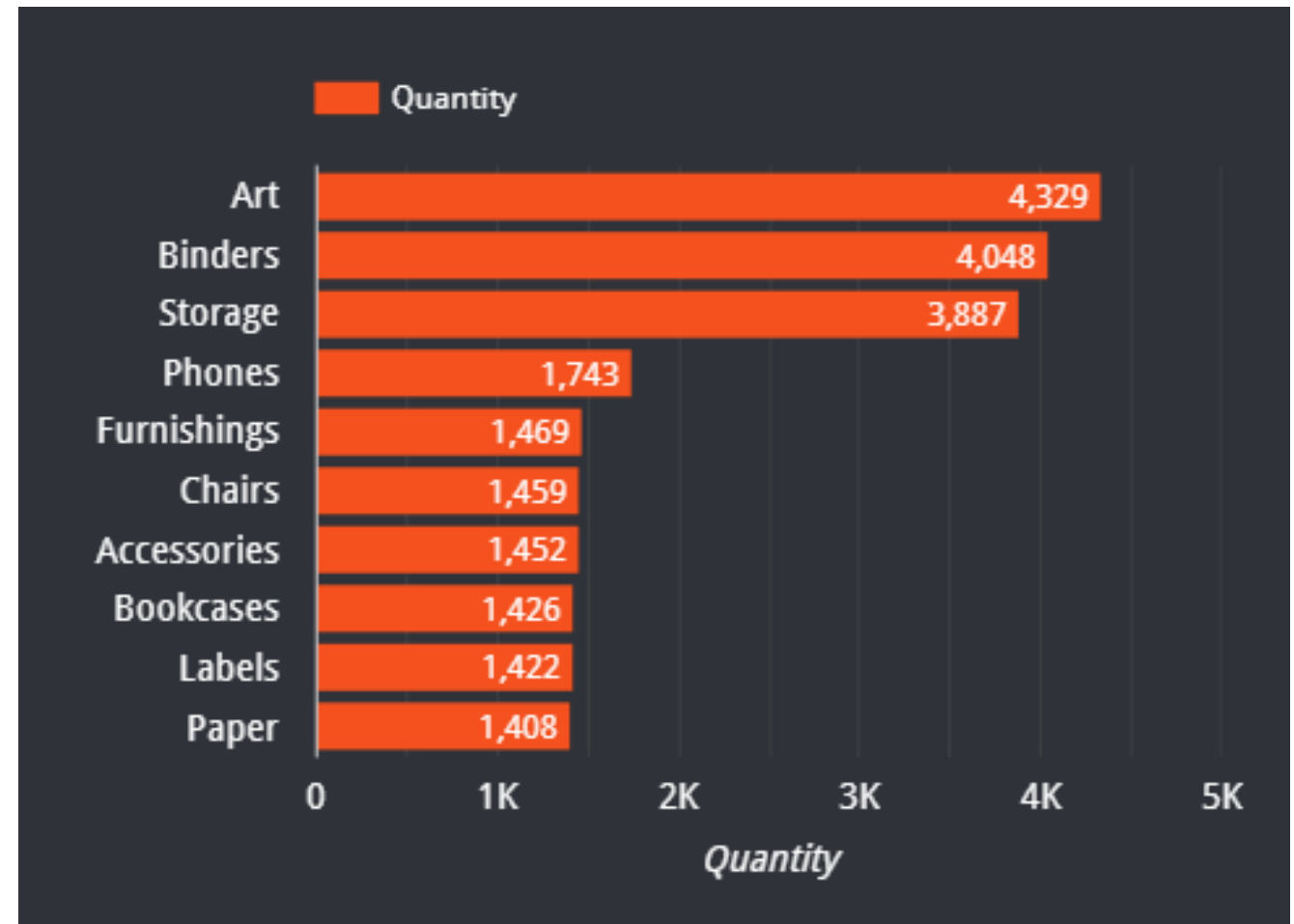
Total Quantity

30.4K

KEY INSIGHTS

The overall **Total Quantity** is 30.4 K.

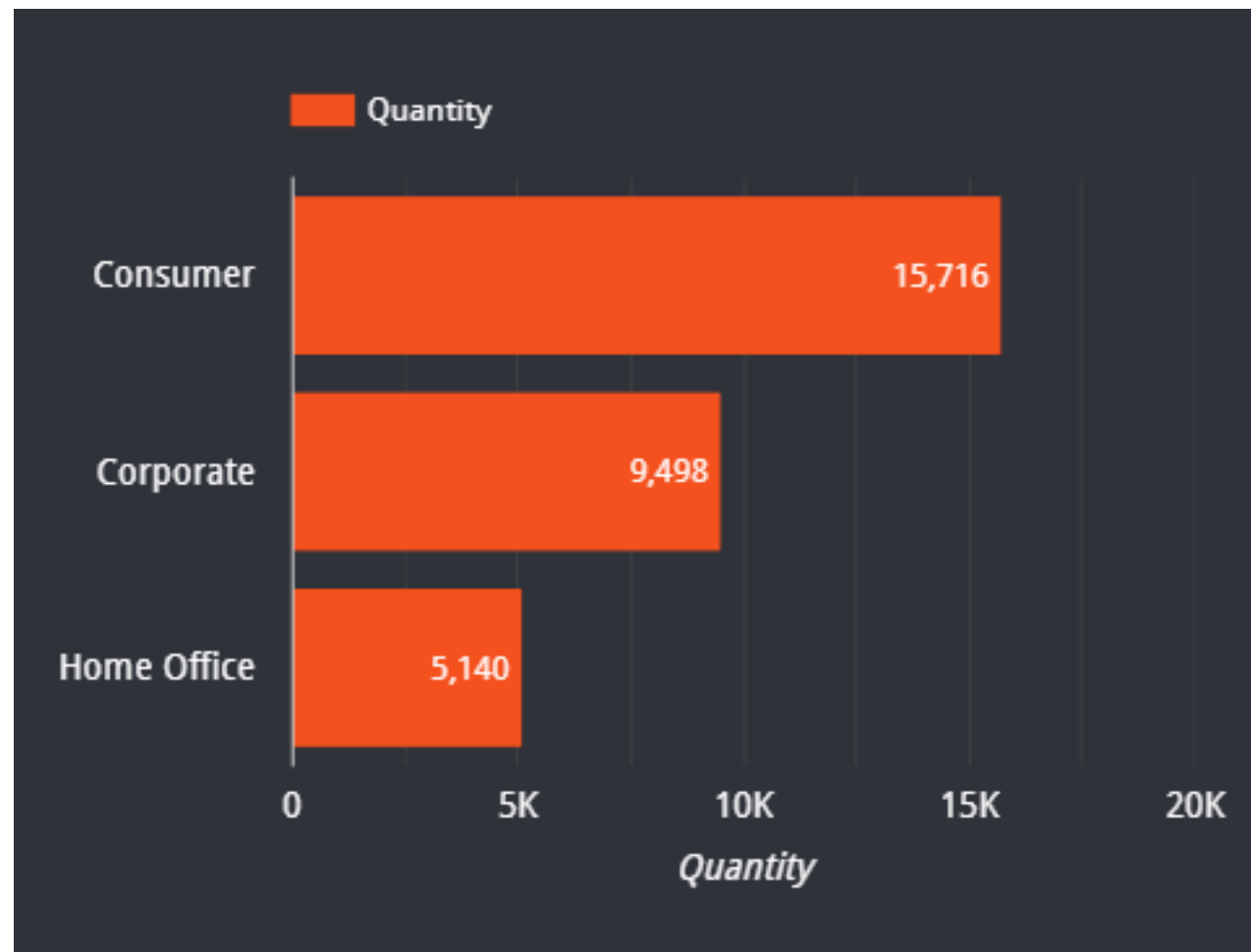
According to the graph **Art** category has the highest quantity and the lowest is for **Paper**.




SEGMENT WISE OVERALL QUANTITY ANALYSIS

KEY INSIGHTS

According to the visual the **Quantity** for **consumer** is highest and that of **Home office** is the lowest.



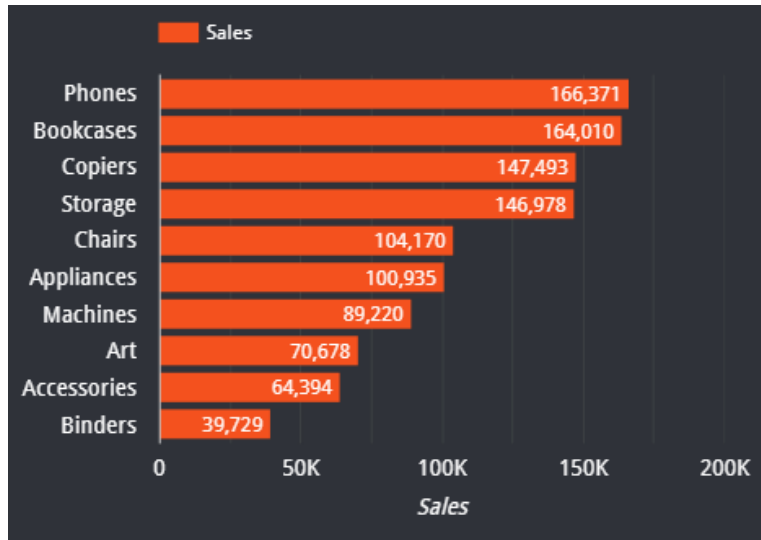


4.2

SEGEMENTWISE ANALYSIS

SALES ANALYSIS OF CATEGORIES IN VARIOUS SEGMENTS

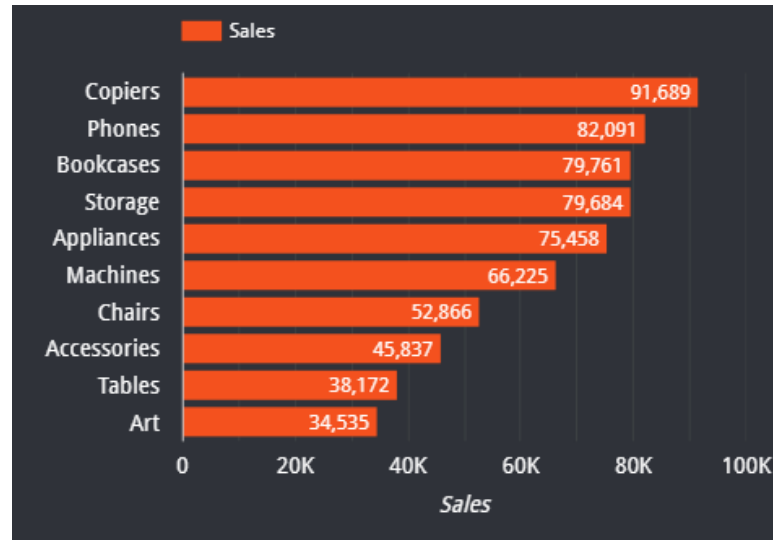
HOME OFFICE



KEY INSIGHTS

According to the above visual, in **Home Office segment** the **Phones** is the category which has highest sales and **Binders** is the category which has lowest sales.

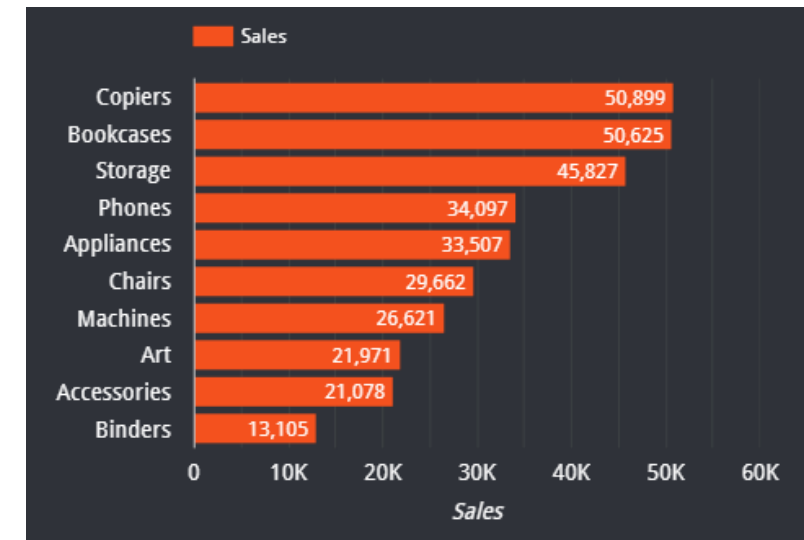
CORPORATE



KEY INSIGHTS

According to the above visual, in **Corporate segment** the **Copiers** is the category which has highest sales and **Art** is the category which has lowest sales.

CONSUMER

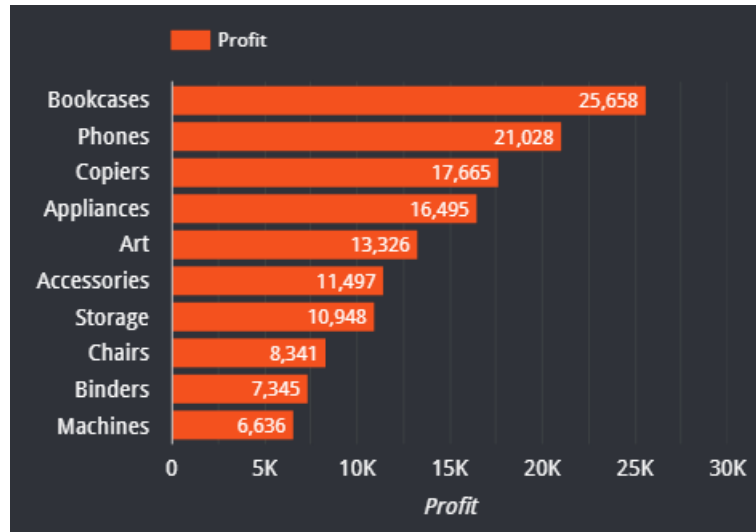


KEY INSIGHTS

According to the above visual, in **Consumer segment** the **Copiers** is the category which has highest sales and **Binders** is the category which has lowest sales.

PROFIT ANALYSIS OF CATEGORIES IN VARIOUS SEGMENTS

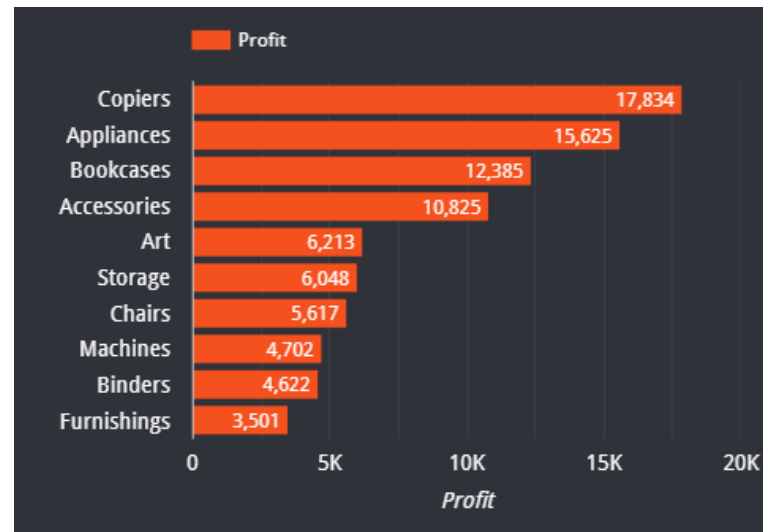
HOME OFFICE



KEY INSIGHTS

According to the above visual, in **Home Office segment** the **Bookcases** is the category which has highest Profit and **Machines** is the category which has lowest profit.

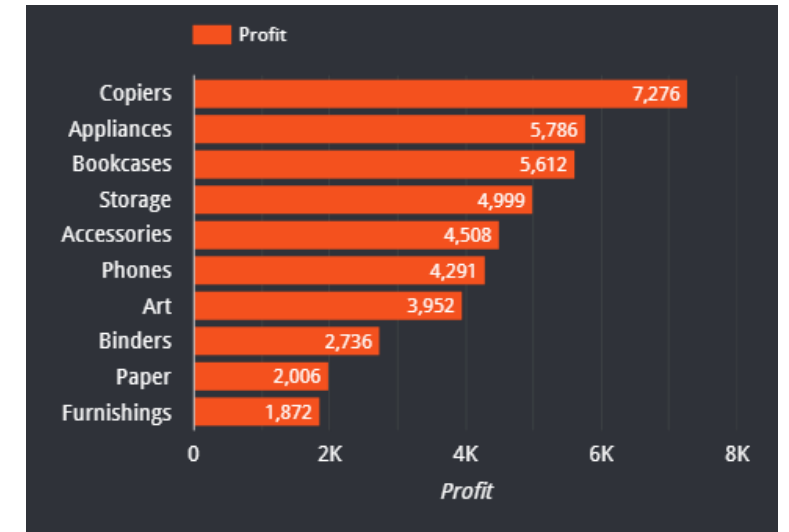
CORPORATE



KEY INSIGHTS

According to the above visual, in **Corporate segment** the **Copiers** is the category which has highest profit and **Furnishings** is the category which has lowest profit.

CONSUMER

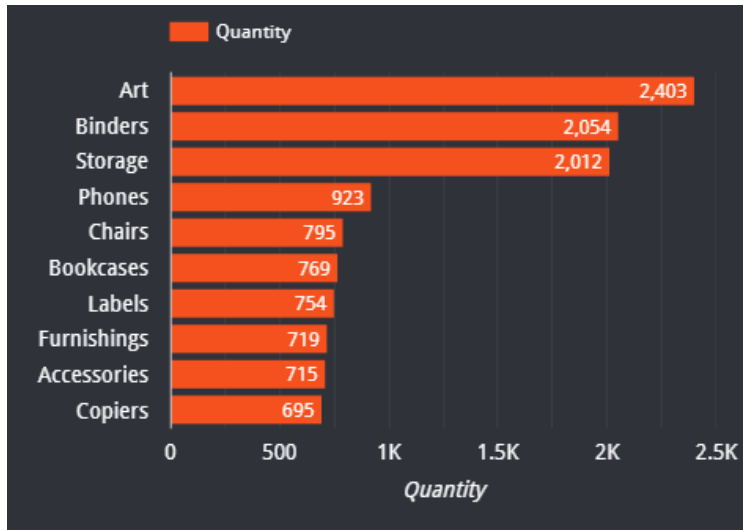


KEY INSIGHTS

According to the above visual, in **Consumer segment** the **Copiers** is the category which has highest profit and **Furnishings** is the category which has lowest profit.

QUANTITY ANALYSIS OF CATEGORIES IN VARIOUS SEGMENTS

HOME OFFICE



KEY INSIGHTS

According to the above visual, in **Home Office segment** the **Art** is the category which has highest quantity and **Copiers** is the category which has lowest quantity.

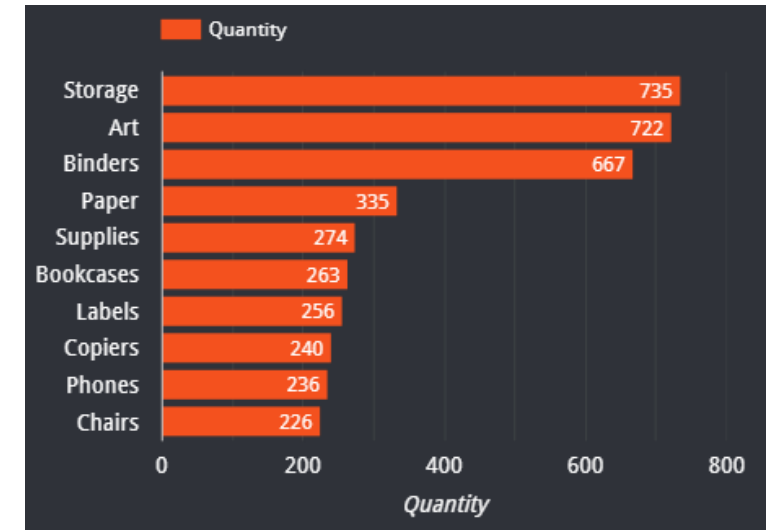
CORPORATE



KEY INSIGHTS

According to the above visual, in **Corporate segment** the **Binders** is the category which has highest quantity and **Copiers** is the category which has lowest quantity.

CONSUMER



KEY INSIGHTS

According to the above visual, in **Consumer segment** the **Storage** is the category which has highest quantity and **Chairs** is the category which has lowest quantity.

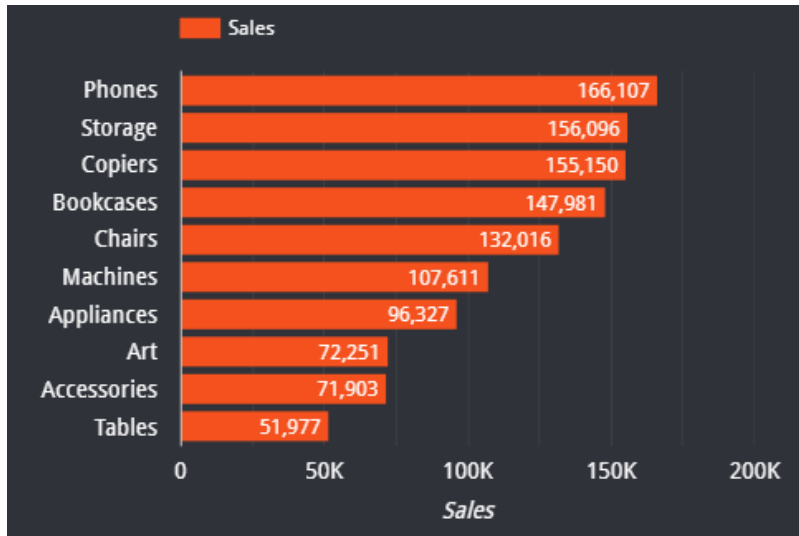


4.3

REGION WISE ANALYSIS

SALES ANALYSIS OF CATEGORIES IN VARIOUS REGIONS

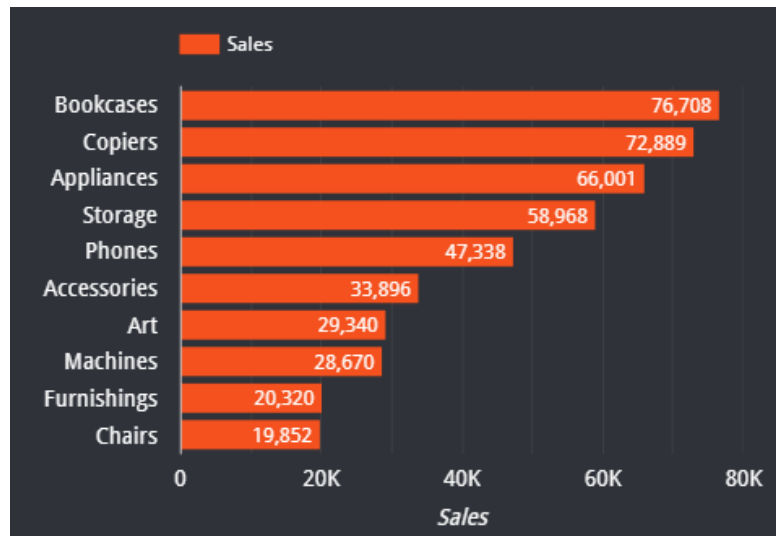
CENTRAL



KEY INSIGHTS

According to the above visual, in **Central Region** the **Phones** is the category which has highest sales and **Tables** is the category which has lowest sales.

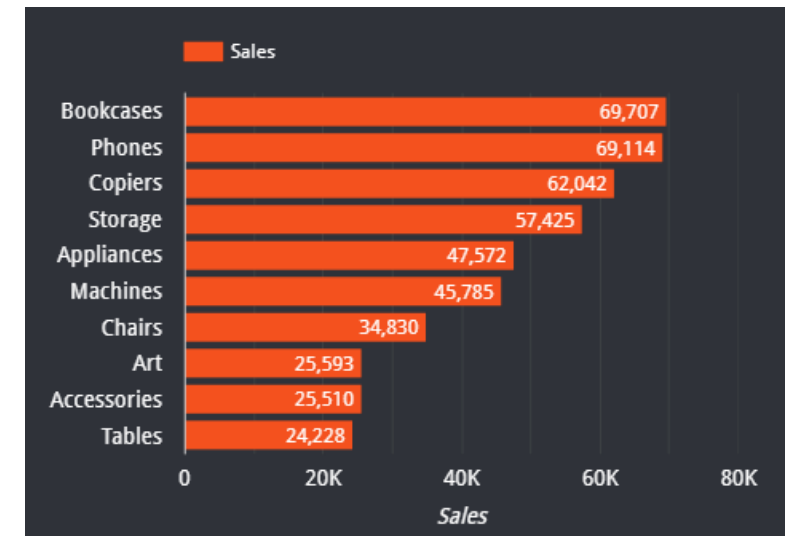
SOUTH



KEY INSIGHTS

According to the above visual, in **South Region** the **Bookcases** is the category which has highest sales and **Chairs** is the category which has lowest sales.

NORTH

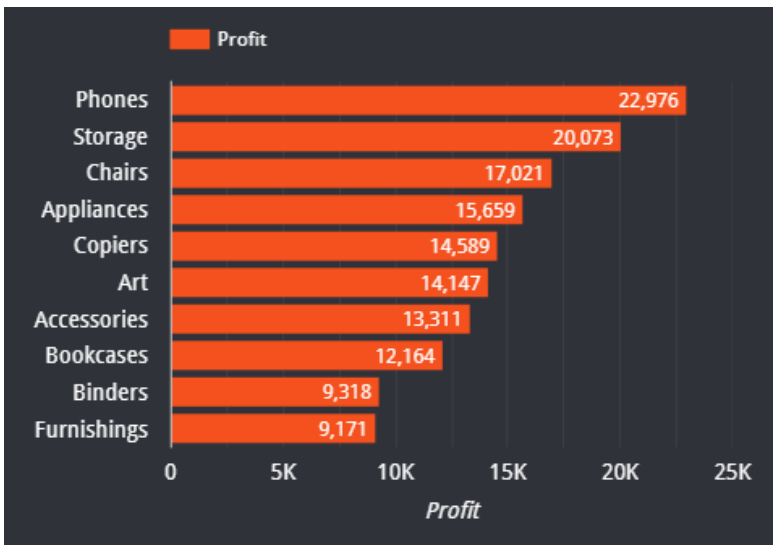


KEY INSIGHTS

According to the above visual, in **North Region** the **Bookcases** is the category which has highest sales and **Tables** is the category which has lowest sales.

PROFIT ANALYSIS OF CATEGORIES IN VARIOUS REGIONS

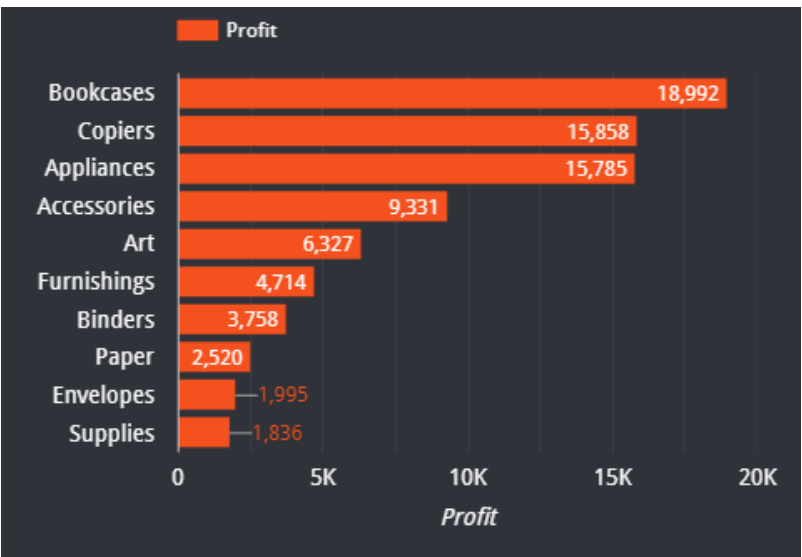
CENTRAL



KEY INSIGHTS

According to the above visual, in **Central Region** the **Phones** is the category which has highest profit and **Furnishing** is the category which has lowest profit.

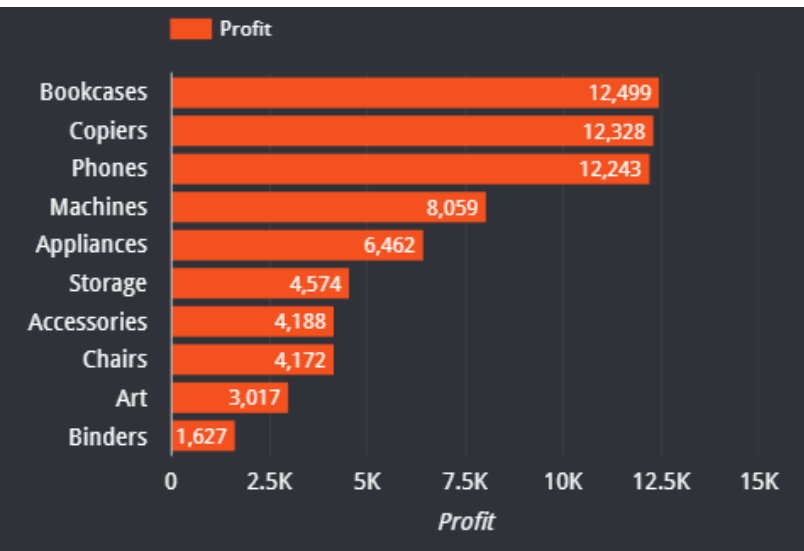
SOUTH



KEY INSIGHTS

According to the above visual, in **South Region** the **Bookcases** is the category which has highest profit and **Supplies** is the category which has lowest profit.

NORTH

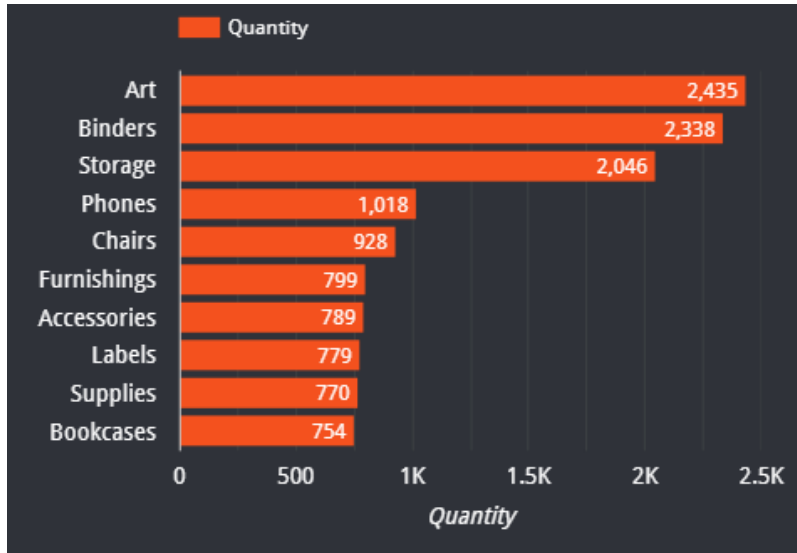


KEY INSIGHTS

According to the above visual, in **North Region** the **Bookcases** is the category which has highest profit and **Binders** is the category which has lowest profit.

QUANTITY ANALYSIS OF CATEGORIES IN VARIOUS REGIONS

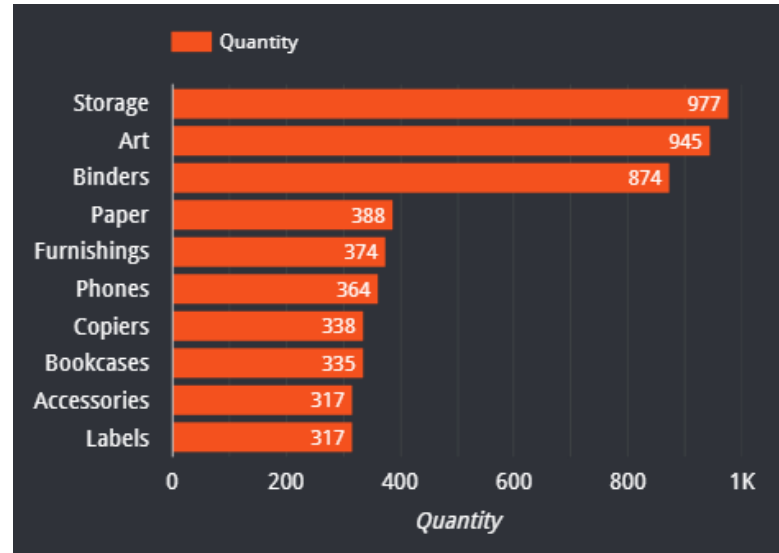
CENTRAL



KEY INSIGHTS

According to the above visual, in **Central Region** the **Art** is the category which has highest quantity and **Bookcases** is the category which has lowest quantity.

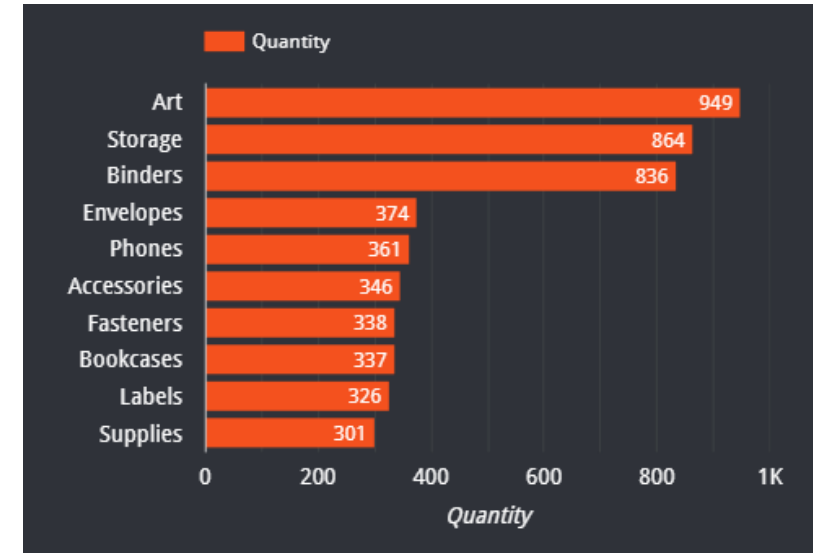
SOUTH



KEY INSIGHTS

According to the above visual, in **South Region** the **Storage** is the category which has highest quantity and **Labels** is the category which has lowest quantity.

NORTH



KEY INSIGHTS

According to the above visual, in **North Region** the **Art** is the category which has highest quantity and **Supplies** is the category which has lowest quantity.



4.4

COUNTRY ANALYSIS

SALES AND PROFIT ANALYSIS ACROSS VARIOUS COUNTRIES



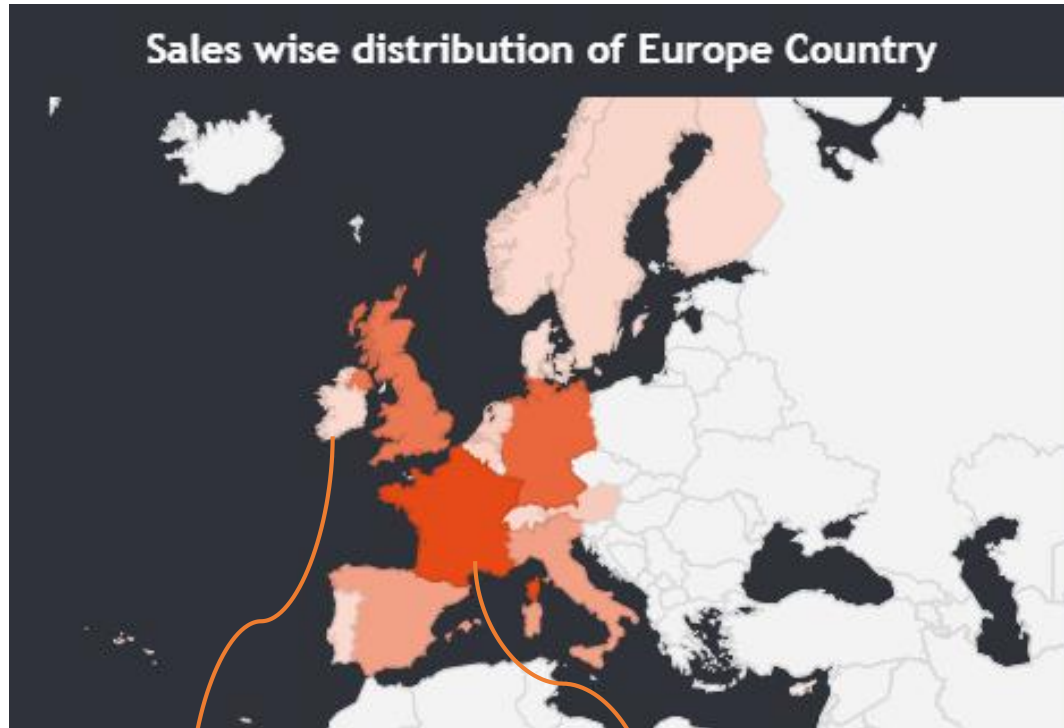
No	Country	Sales	Profit
1	Germany	6,09,683	70,067
2	France	4,88,681	86,279
3	Netherlands	70,213	-37,188
4	Switzerland	24,874	7,234
5	Belgium	43,200	9,912
6	Austria	79,382	21,332

KEY INSIGHTS

From the above table we can say that sales is highest in **Germany** and lowest in **Switzerland**.

Whereas the Profit is highest in **France** and lowest in **Netherlands**.

SALES ANALYSIS IN EUROPEAN COUNTRIES



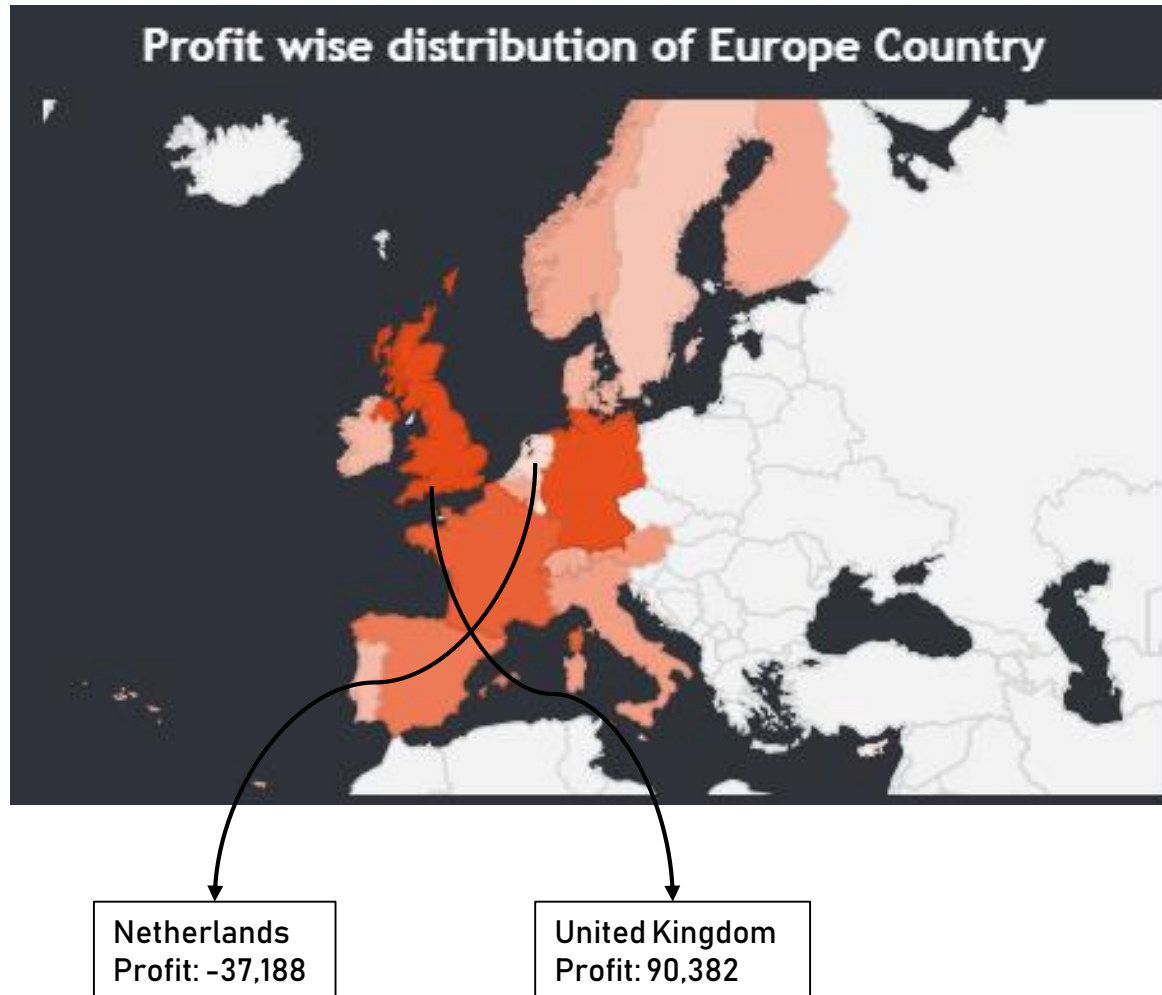
Ireland
Sales: 15,998

France
Sales: 609,683

KEY INSIGHTS

The sales is **highest in France** whereas in **Ireland** it is lowest

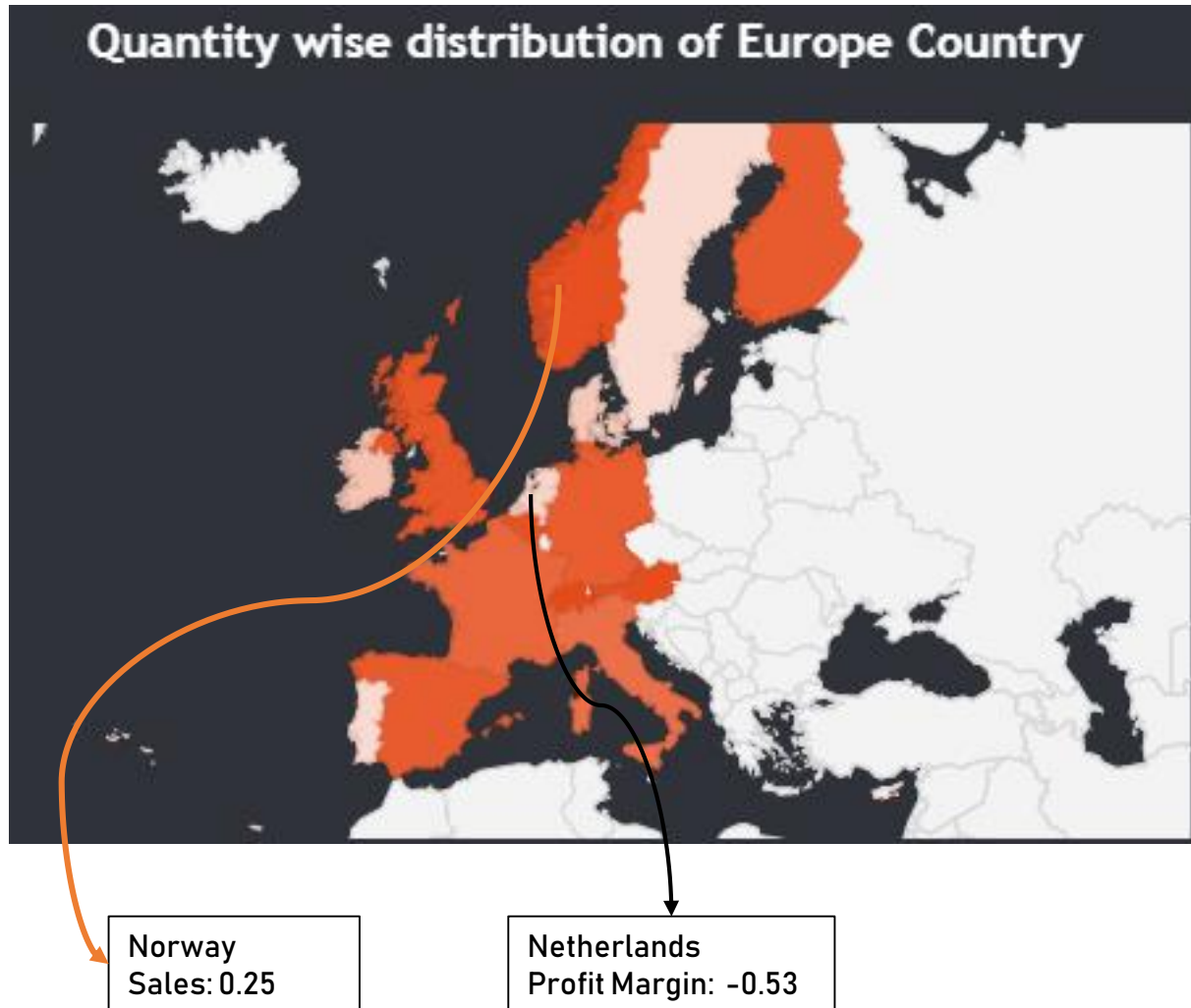
PROFIT ANALYSIS IN EUROPEAN COUNTRIES



KEY INSIGHTS

According to the visual the Profit is Highest in United Kingdom (U.K) and Least in Netherlands.

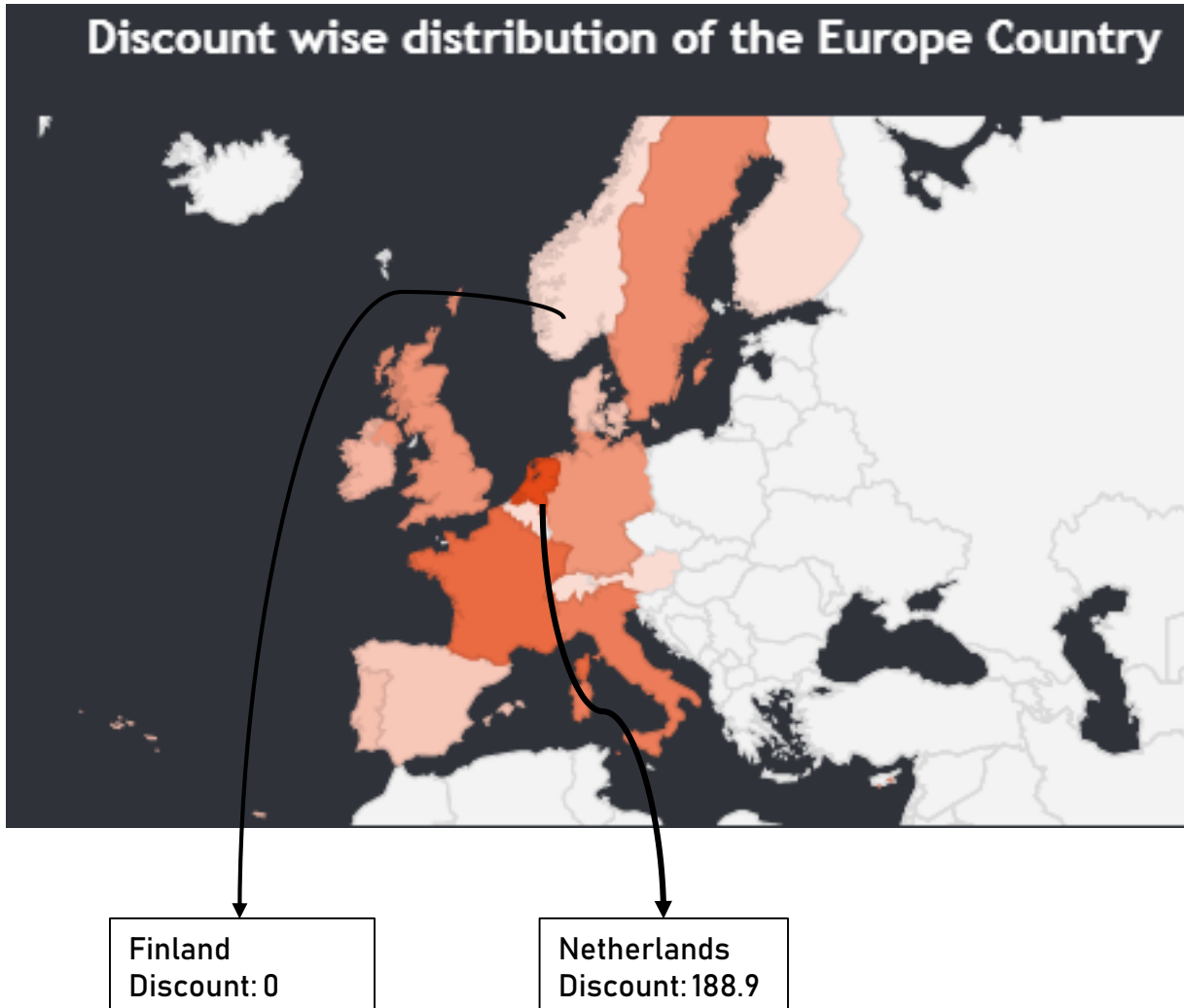
PROFIT MARGIN ANALYSIS IN EUROPEAN COUNTRIES



KEY INSIGHTS

The **Profit Margin** is highest in **Norway** whereas it is lowest in **Netherlands**.

DISCOUNT ANALYSIS IN EUROPEAN COUNTRIES



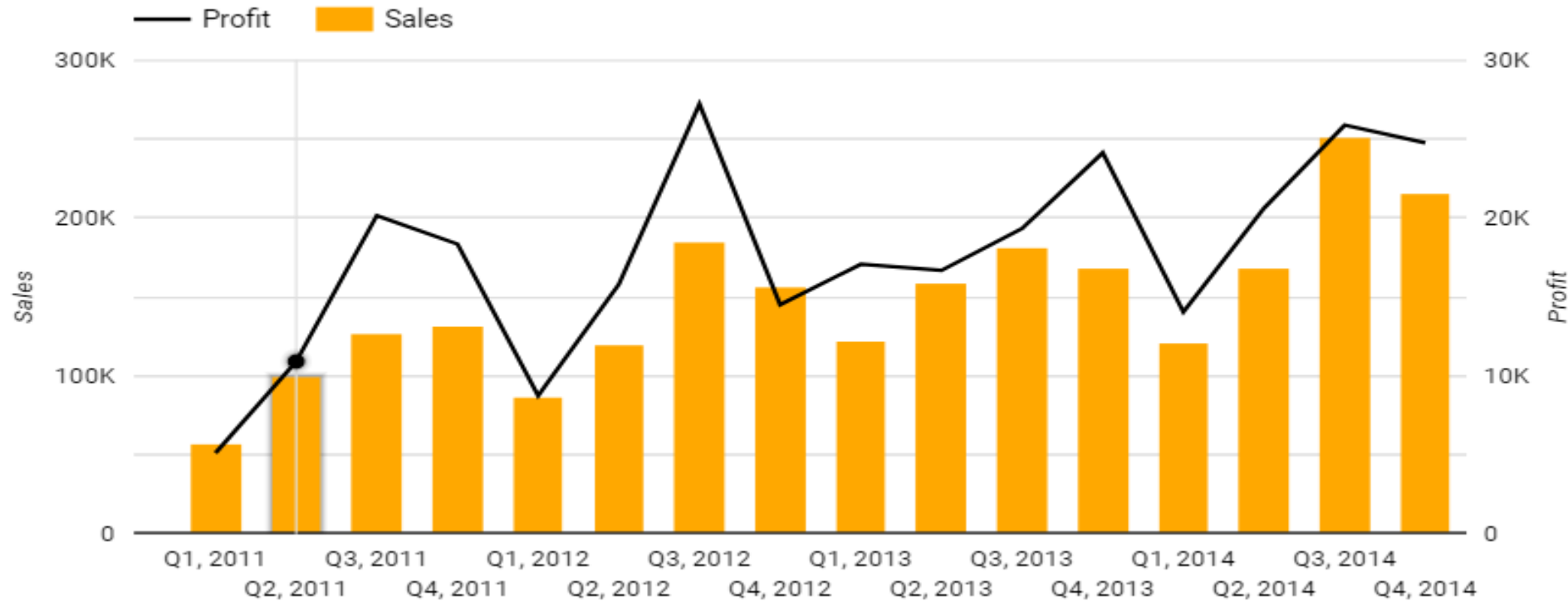
KEY INSIGHTS

The **Discount** is highest in **Netherlands** whereas it is lowest in **Finland**.



OTHER ANALYSIS

QUATERLY SALES AND PROFIT ANALYSIS

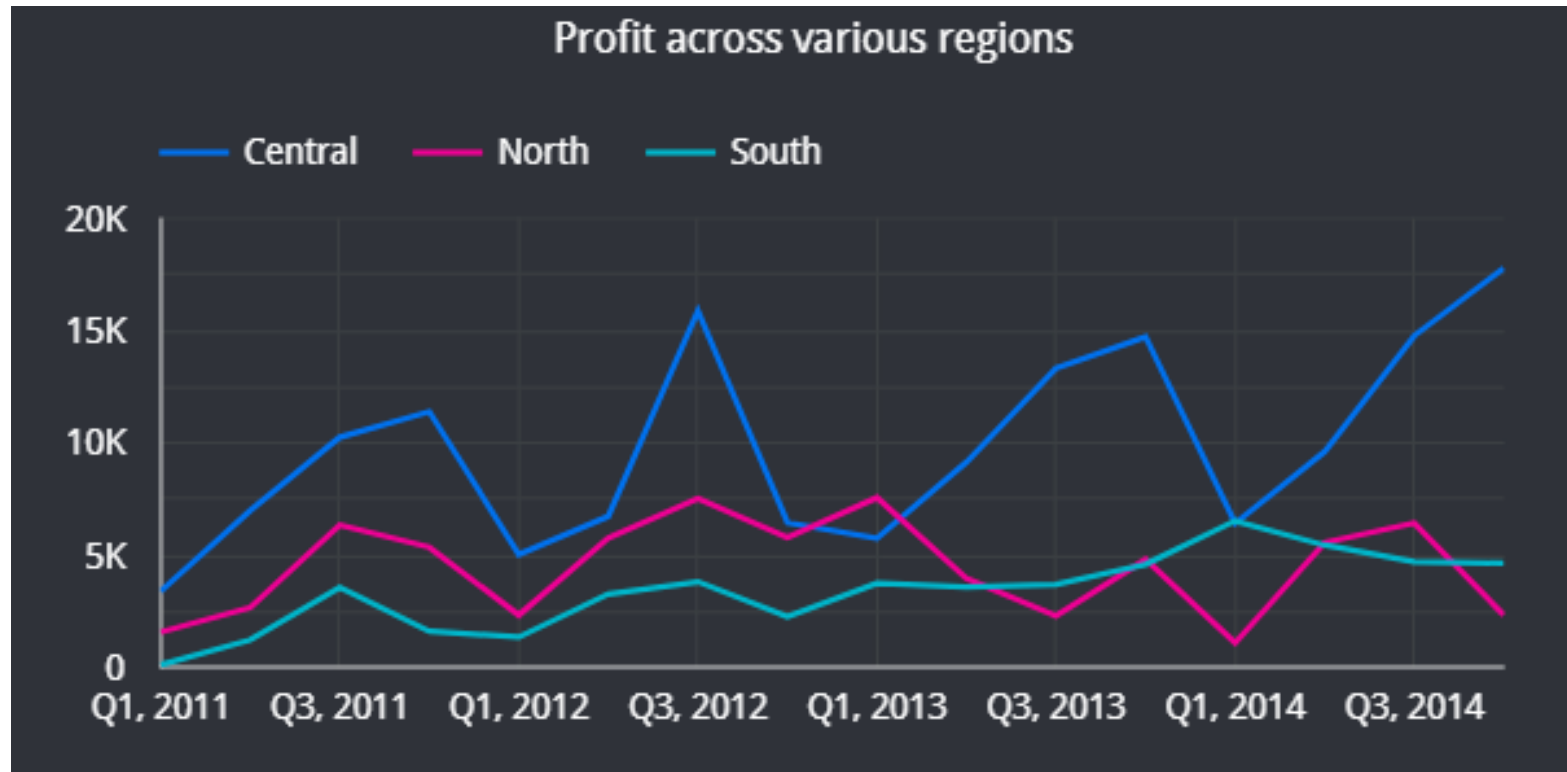


KEY INSIGHTS

According to above visual the sales in **highest in 3rd Quarter of 2014** and **lowest in 1st Quarter of 2011**.

Profit is **highest in 3rd Quarter of 2012** whereas **lowest in the 1st Quarter of 2011**.

PROFIT ACROSS VARIOUS REGIONS

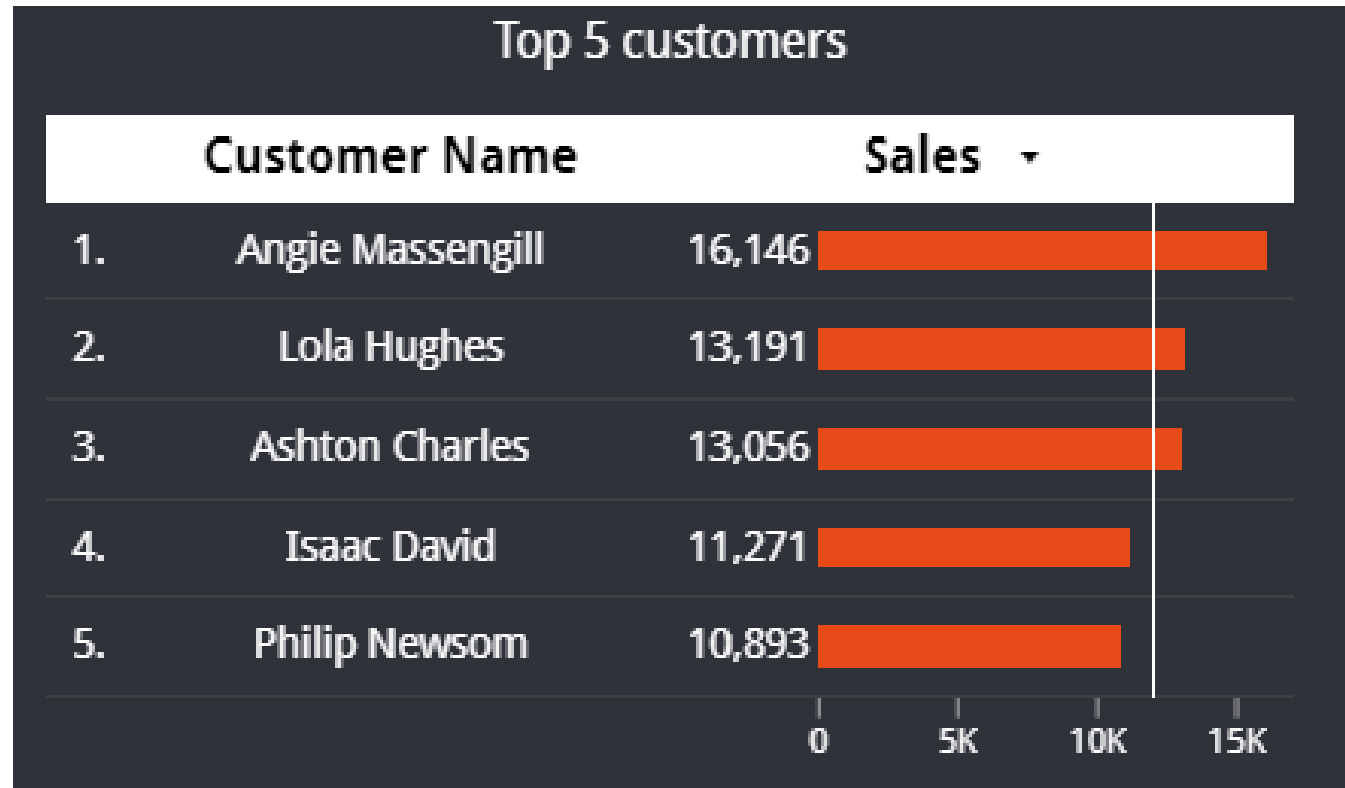


KEY INSIGHTS

According to the above visual

Central region has the highest profit in 3rd quarter of 2014 and lowest is in 1st quarter of 2012.
The North region has the highest profit in 1st Quarter of 2013 and lowest in 1st Quarter of 2014.
South region has the highest profit in 1st Quarter of 2014 and lowest in 1st Quarter of 2011.

TOP 5 CUSTOMERS



KEY INSIGHTS

From the above visual we can see that the **customer** which has the highest sale who has crossed 11K mark is **Angie Massengill** and the lowest you has not crossed the 11K mark is **Phillip Newsom**.

REGION VS SEGMENT SALES ANALYSIS

Region / Sales				
<div><div></div><div>+</div></div> Segment	Central	South	North	Grand total
Consumer	701,892	266,435	267,955	1,236,282
Corporate	396,437	177,709	163,991	738,137
Home Office	216,924	73,106	84,033	374,063
Grand total	1,315,253	517,250	515,979	2,348,482

KEY INSIGHTS

The above pivot table shows the sales in various regions across various segments. From the visual we can make out that **Central region** has the **highest sales**.

REGION VS SEGMENT SALES ANALYSIS



KEY INSIGHTS

The to the above visual the most used shipping mode is **Economy** whereas the least used shipping mode is **Immediate** according to sales.



KEY INSIGHTS

INSIGHTS TO BE FOUND?

- 1 Segments with **highest sales** has **highest profit** as well.
- 2 **Nokia Smart phone** is very famous and has huge profits.
- 3 Sales is highest in the **consumer segments**.
- 4 Sales is highest **in central region**.
- 5 From overall observation **bookcases, phones, copiers** has more sales but their quantity is **comparatively less**.

INSIGHTS TO BE FOUND?

- 6 Most people choose **Economy** shipping rather than immediate.
- 7 Where there is absolute no sales **discount is very high**.
- 8 **Netherlands** has lowest profit & sales.
- 9 **Angle Massengile** is the customer with **highest sales**.
- 10 **Central region** has the highest sales.

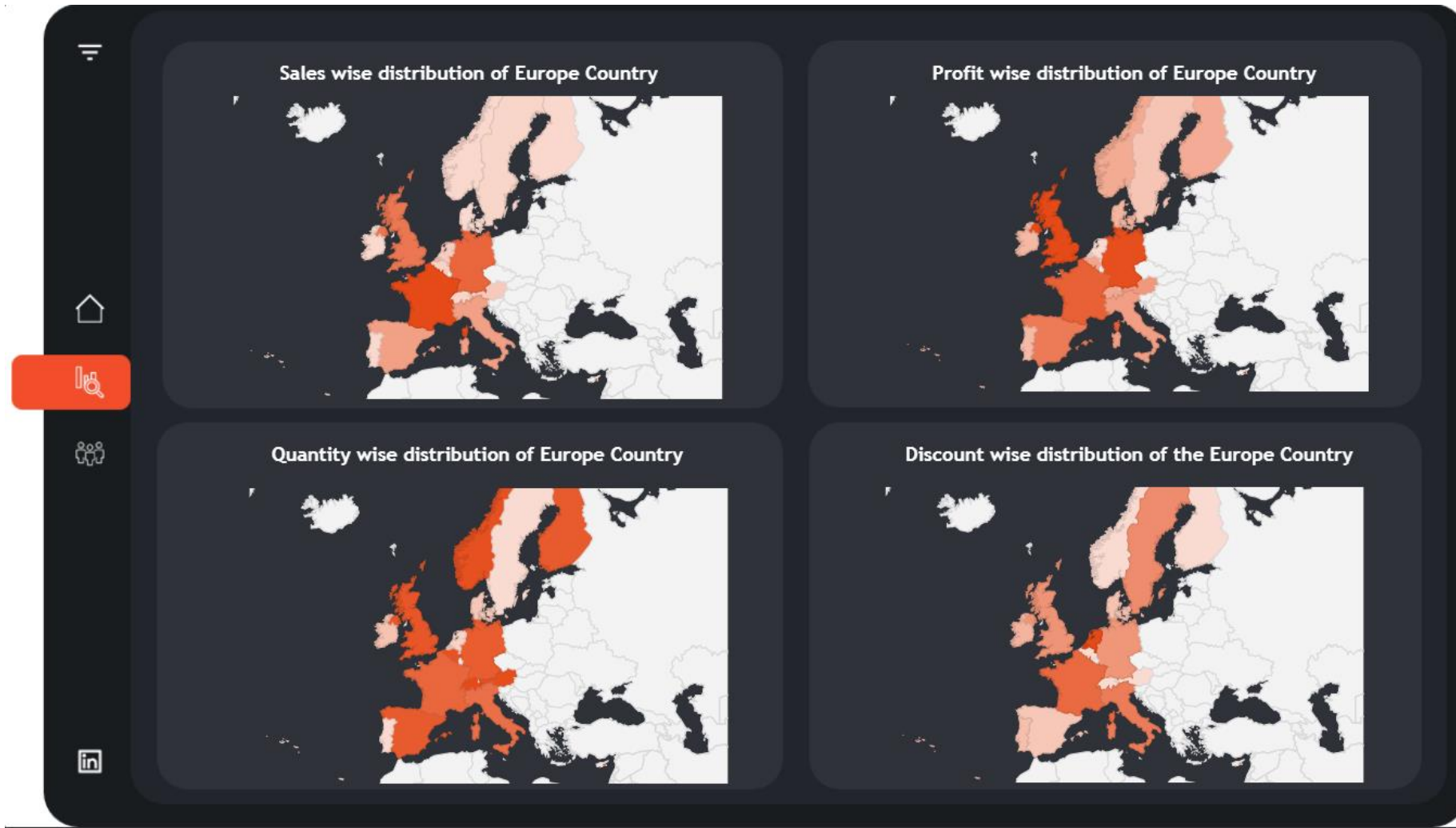


DASHBOARD

DASHBOARD PAGES VIEW



DASHBOARD PAGES VIEW



DASHBOARD PAGES VIEW





THANK YOU !

A very special thanks to Satyajit Sir for organizing this amazing contest.

CONTACT AND SOCIAL LINKS

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