HOME LUXURY KITCHEN

DATA ANALYSIS PROJECT

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TABLE OF CONTENTS

INTRODUCTION

Kitchen Products Sales Analysis

This project aims to analyze the sales performance of various kitchen products, with a specific focus on the year 2022. The analysis leverages a dataset containing sales information across multiple U.S. states, broken down by product type, revenue, and sales channel (online vs. in-store). The goal of the project is to generate insights into product performance, sales trends, and geographic distribution to inform marketing and sales strategies.

The project includes the following components:

- **Data Analysis**: Cleaning and preparing the dataset to derive meaningful insights about product sales across different states and time periods.
- **Dashboard Visualization**: Creating interactive dashboards to visually represent key metrics, such as total revenue, quantity sold, sales distribution by channel, and regional sales performance.
- **Recommendations**: Based on the insights derived from the data, the project provides strategic recommendations for improving sales, including targeted marketing efforts and optimizing sales channels.

This project provides a comprehensive view of the sales trends for kitchen products, helping decision-makers focus on key regions and sales strategies that can boost revenue and maximize product performance.

FILE CONTENTS

1. Data Sheet

- **Description**: This sheet contains sales data for various kitchen products across multiple U.S. states. The key columns include:
  - o **Year**: The year in which the sales were recorded (e.g., 2022).
  - o **Products**: The type of kitchen appliance (e.g., Kettle, Teapot, Blender).
  - o **State**: U.S. state where the product was sold (e.g., California, Texas).
  - o **Quantity**: Number of units sold.
  - o **Revenue**: Total revenue generated from the sales in dollars.
  - o **Sales Channel**: Indicates whether the sales were made online or in-store.
- **Usage**: This sheet is the main source of data for generating insights about product performance, sales channels, and geographic sales distribution.
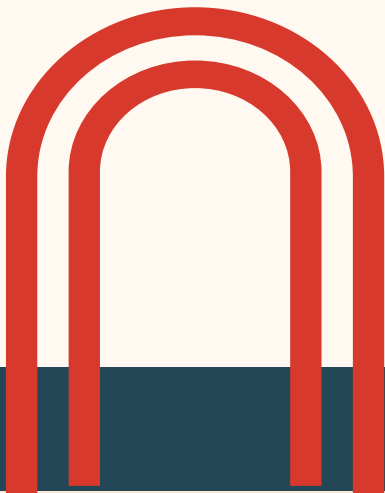
2. new data Sheet

- **Description**: Similar to the "Data" sheet, this sheet focuses on the sales of the current year "2022"

3. analysis Sheet

- **Description**: This sheet contains processed data and calculations for dashboard visualization.

4. Dashboard Sheet

Usage: This sheet designed to show the visual outputs that summarize the findings from the data analysis

Sales Performance Report

1. Product Overview:

- This report summarizes the sales performance of "the product" for the year 2022 across various U.S. states.
- The dashboard provides insights into revenue, sales quantity, sales channels, and geographic distribution of sales.

2. Key Metrics:

- **Total Revenue**: Teapots generated a total of **$6.633 million** in revenue, making it the highest revenue-generating product compared to others in the list, such as kettles, egg slicers, and blenders.
- **Revenue Split (2022 vs Other Years)**:
  - In 2022, 58% of the total teapot revenue was generated.
  - 42% of the revenue came from prior years, showing significant improvement in 2022.

3. Revenue Distribution by Sales Channel:

- **Online Sales**: 49% of the revenue was generated through online sales channels.
- **In-store Sales**: 51% of the revenue came from in-store purchases.

4. Geographic Insights:

- **Major Sales Regions**:
  - States such as **Texas** are highlighted for their significant contribution to revenue.
  - Other states like California, Florida, and New York are also important markets based on population and sales potential.
- These regions should continue to be focal points for marketing and sales efforts.

5. Revenue Till Date:

- **$159.38 million** in revenue has been generated to date.
- This figure highlights the overall success of teapots in the market and underscores its importance as a core product.

6. Recommendations:

- **Invest in Online Advertising**:
  - To boost online sales, an increased focus on digital marketing efforts is recommended. This will help tap into the growing trend of online shopping.
- **Target High-Population States**:
  - California, Texas, Florida, and New York should remain priority markets due to their large populations and purchasing power.
  - Targeted marketing campaigns and promotions in these states could further drive both online and in-store sales.