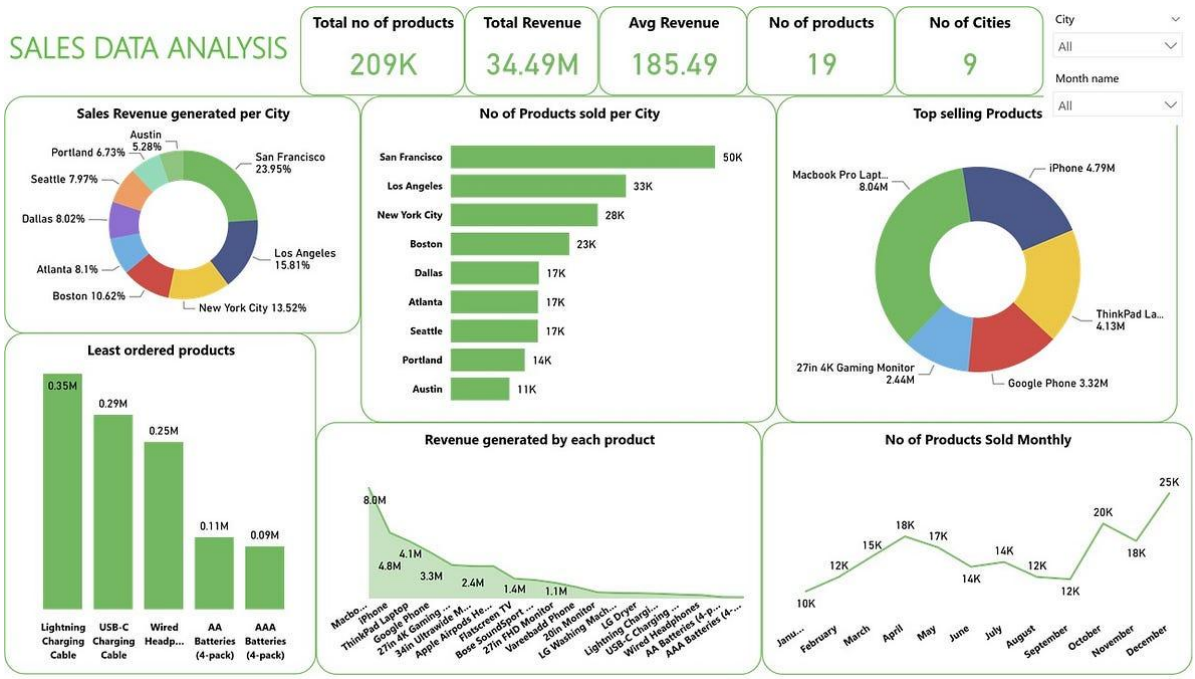
Title: Basic Sales Data Visualization Report

Name : Krishna Varshney

Branch & Sec : CSE AI&ML ‘B’

University Roll no. : 202401100400109



1. Introduction

The report gives a general overview of sales data analysis in terms of revenue, product demand, and seasonal sales patterns. The aim is to obtain insights that can be used in business decision-making. The key metrics taken into consideration are total revenue, patterns of demand, and seasonality**.**

2. Data Overview

The data used for this analysis comprises sales transactions within a given time frame, recording information such as product names, number sold, revenue accrued, and timestamps. Preprocessing steps for data involve cleaning missing values, normalizing formats, and removing anomalies.

3. Revenue Analysis

•Total revenue accrued over the period is analyzed to comprehend business performance.
•Monthly and quarterly revenue trends are analyzed to determine growth patterns.
• The best-selling products by revenue are emphasized.
• Revenue is broken down by region or product category, if any**.**

4. Product Demand Analysis

It is important to know which products generate sales. The most and least demanded products are determined by sales volume. Sales comparisons between various products indicate trends in consumer demand. Product demand drivers like price and promotions are also taken into account.

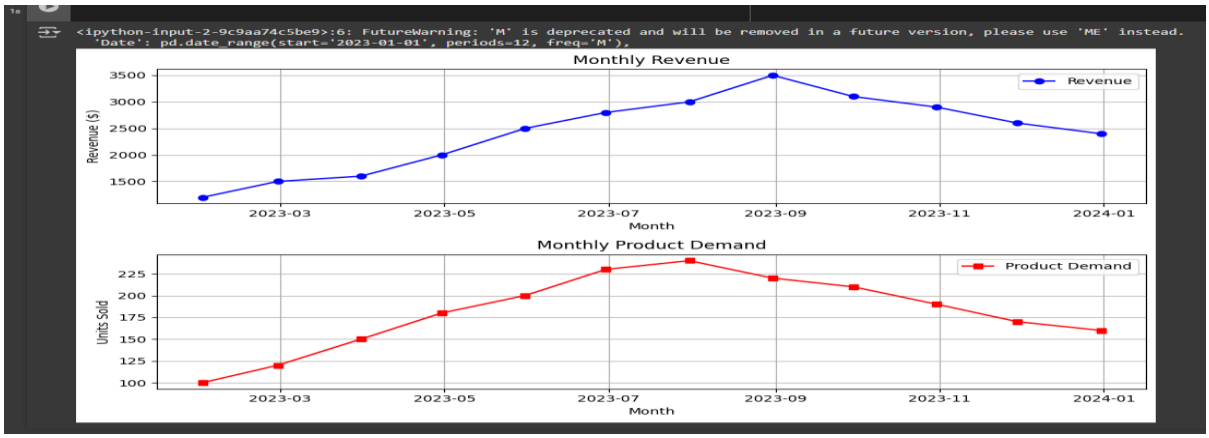
5. Seasonal Sales Trends

• Sales data is analyzed to determine monthly or seasonal fluctuations.
• Off-peak and peak sales seasons are established.
• External forces that affect seasonal sales, including holidays and promotions, are evaluated**.**

6.code

```
import pandas as pd
import matplotlib.pyplot as plt

# Sample sales data (you can substitute this with your own data)
data = {
'Date': pd.date_range(start='2023-01-01', periods=12, freq='M'),
'Revenue': [1200, 1500, 1600, 2000, 2500, 2800, 3000, 3500, 3100, 2900, 2600, 2400],
```

```
'Product_Demand': [100, 120, 150, 180, 200, 230, 240, 220, 210, 190, 170, 160]

# Create a DataFrame
df = pd.DataFrame(data)

# Set the 'Date' as the index
df.set_index('Date', inplace=True)

# Plot Revenue
plt.figure(figsize=(10, 6))
plt.subplot(2, 1, 1)
plt.plot(df.index, df['Revenue'], marker='o', color='b', label='Revenue')
plt.title('Monthly Revenue')
plt.xlabel('Month')
plt.ylabel('Revenue ($)')
plt.grid(True)
plt.legend()

# Plot Product Demand
plt.subplot(2, 1, 2)
plt.plot(df.index, df['Product_Demand'], marker='s', color='r', label='Product Demand')
plt.title('Monthly Product Demand')
plt.xlabel('Month')
plt.ylabel('Units Sold')
plt.grid(True)
plt.legend()

# Set layout to improve spacing
plt.tight_layout()
plt.show()
```



7. Data Visualization

Different graphical models are employed in order to show the insights nicely:

•A line or bar plot displays revenue patterns.

•A bar plot or pie chart displays product demand distribution.

•A heatmap or time-series plot emphasizes seasonal changes in sales.

8. Key Insights and Findings

The analysis offers useful insights, including which products generate the most revenue, how demand changes over time, and when sales are highest.

These results have important business implications, enabling the refinement of sales strategies and inventory optimization.

9. Conclusion & Recommendations

• The report concludes with major observations from the analysis.

• Actionable recommendations are given based on data insights, e.g., stocking high-demand products during peak seasons.

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Future enhancements to data gathering and
analysis techniques are recommended to optimize decision-making.