CANDY SALES ANALYSIS

INTRODUCTION

Sales and geospatial factory to customer shipment data for a US national candy distributor, including information around customer & factory locations, sales orders & goals, and product details.

* TABLES:

1. CANDY SALES
2. CANDY PRODUCTS
3. CANDY FACTORIES
4. TARGET

OBJECTIVE

* To contribute to the success of business by utilizing data analysis technique, specification focusing on profits, to provide valuable insights and accurate sales forecasting

DESCRIPTION

* The objective can be broken down into following details components:

1. Dashboard Creation: Identify the KPIs, design and visually appealing dashboard, add interactive visualization and filtering capabilities to allow user to explore the data at various level of granularity
2. Data analysis: Provide valuable insight to business entities regarding the effectiveness of their sales strategies through visualization and charts
3. Actionable insights and Recommendation: End goal is to share valuable insights and actionable information that can drive strategic decision and customer satisfaction

MULTIPLE TABLE ANALYSIS – (NOTE : DIVISION IS THE COMMON COLUMN IN ALL THE TABLES )

1. We totally have 4 tables in which total number of factories are 5 –

Lot's O' Nuts

Wicked Choccy's

Sugar Shack

Secret Factory

The Other Factory

1. In candy products we have more than 10 different products with divisions like chocolate, sugar & others with there unit and cost price
2. In candy sales there are 7+ columns in which there are order dates, sales, gross profits, cost of products and ship mode
3. Lastly, we have targets of division

SOME INSIGHTS

1. We have total sales of $142 and $93 in profit in all four regions and total 39 unit sold
2. Our top 5 products is Wonka bar in different flavours
3. Lot’s nut and wicked coccy is the highest revenue factory in all states and city
4. We have the highest profit in last quarter and Chocolate has highest profit of 89k followed by others 4k and sugar 1k>
5. In city, new York has the highest sales more than 12k with avg. profit of 3$.