ANALYSIS OF SALES DATA

$2.33M
Total Sales

$14.11K
Total Sales in Low Cart having discount ...

$1.28M
Total Sales in Low Cart

$923.13K
Sales from discounted products

Average Days To Deliver By Ship Mode

5.01 — Standard Class
3.24 — Second Class
1.62 — First Class

(y-axis: 0, 2, 4)

Description

The above visual shows us the number of days taken to ship a product through different ship mode.

We can notice **standard class** takes the maximum number of days to be shipped i.e. approximately 5 days which is followed by **second class** that takes approximately 3 and a half days to get shipped and the quickest to be shipped is through **first**

Sales by Cart Value

5.86%
10.13%
29.31%
54.71%

Cart Value ● **Low** ● **Medium** ● **High** ● **Very High**

January	April	July	October
February	May	August	November
March	June	September	December

Description

Pie Chart is showing the percentage of sale in different cart value.

Cart Value is a column which is made with respect to the sales column. It is divided into 4 categories i.e. Low, Medium, High and Very High. The sales value that is below $1000 is categorized as **Low.** The sales value between $1000 and $3500 is categorized as **Medium**. The sales value between $3500 to $10000 is categorized as **High** and the sales value above $10000 is categorized as **Very High**.

From the pie chart we can make out that more than half of the products have a sales value below $1000 and only 5.86% of products have sale value above $10000.
Around 30% of products have sale value between $1000 to $3500.

Year	Total Sales	Sales YTD
⊟ **2014**		
January	$16,431.87	16,431.87
February	$5,234.47	21,666.33
March	$41,078.73	62,745.06
April	$28,948.74	91,693.80
May	$22,947.60	114,641.40
June	$35,298.94	149,940.33
July	$31,408.50	181,348.84
August	$30,060.27	211,409.10
September	$79,632.07	291,041.18
October	$31,100.09	322,141.26
November	$78,623.06	400,764.33

Year	Month Name ▲	Total Sales	YoY Growth
2014	January	$16,431.87	16,431.87
2015	January	$11,531.55	-4,900.31
2016	January	$19,620.22	8,088.67
2017	January	$47,552.87	27,932.65
2014	February	$5,234.47	5,234.47
2015	February	$14,003.29	8,768.83
2016	February	$26,930.36	12,927.07
2017	February	$19,448.65	-7,481.72
2014	March	$41,078.73	41,078.73
2015	March	$45,555.94	4,477.20
2016	March	$48,904.85	3,348.92
2017	March	$69,580.79	20,675.94
Total		**$2,332,025.34**	**750,471.31**

In the above table we can see Year and Month wise Total Sales and Year to Date sales.

Year to date sales actually helps us to see that which are the months when the sales has spiked and also the months when the sales have gone down.

After analyzing the above table, I have noticed that March, September, November and December have shown sudden rise in sales, these are the months in which we have major festivals in certain regions of our country like in March we celebrate international cherry blossom festival and music and art festivals, In September we have month long Aloha festival and in November December there are number of festivals like Halloween, Thanksgiving, Christmas and New Year.
Also we can notice that there is a dip in the sale just after the festival months mainly in January and February.
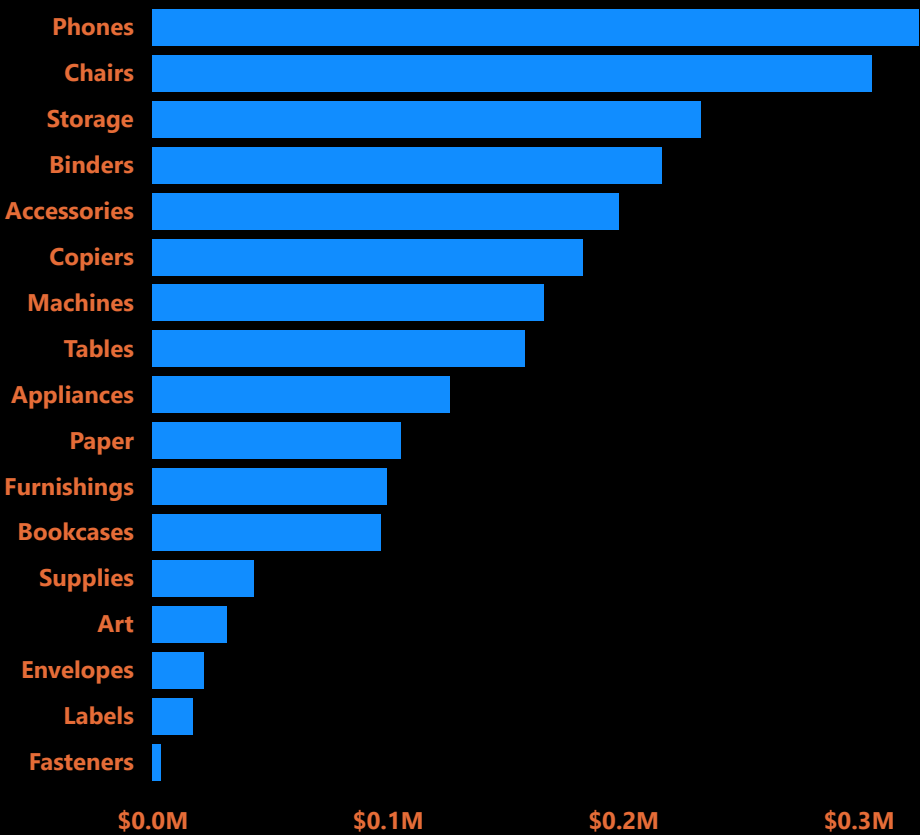
Above table shows Total Sales and Year on Year growth in each month from 2014 to 2017.

Year on Year growth is a key performance indicator which helps us to compare the growth of a month with the same month in the previous year. In the above table we are comparing YoY growth of 4 years.
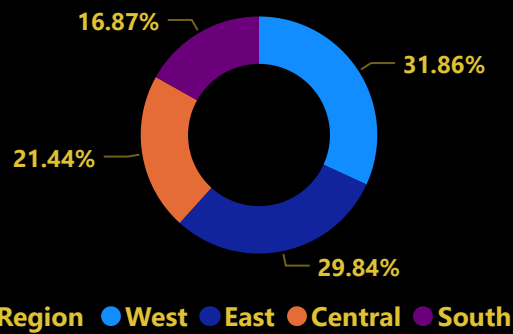
After comparing YoY growth of various months, we can see that 2015 was the year where the growth rate was minimum and went negative in January, June, July, September and October. But after 2015 we can see that our growth rate in most of our months has been positive. Again in 2017 there has been few months where the growth rate has decline with respect to the previous year.
Another thing to notice here is the sales of December in 2016 was $106442 which was not able to achieve in 2017 but if we combine two months i.e. November and December and compare 2016 and 2017, the growth has actually gone up as the sales in November 2017 went up to $115530.

In this page we can see the sum of sales by Category, Sub-Category, Region and Segment. On the right side of the page, there is a slicer which shows us the list of categories and sub-categories that will help to visualize the data according to different categories. I have also created sum of sales that happen in weekdays
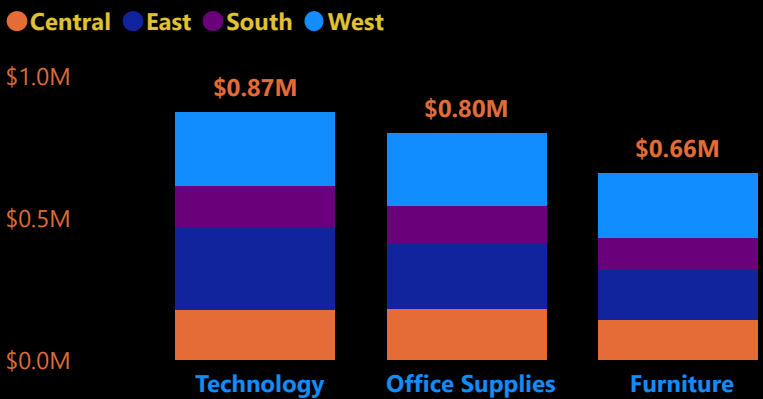
Sum of Sales by Region

16.87%
31.86%
21.44%
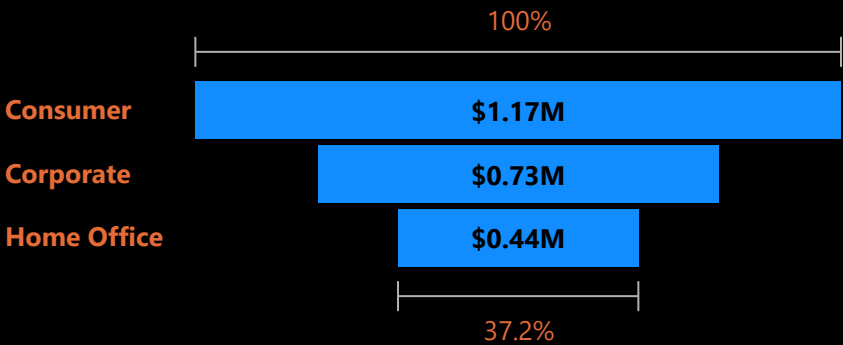29.84%

Region ● West ● East ● Central ● South

☐ Furniture
☐ Office Supplies
☐ Technology

Sum of Sales by Sub-Category

Phones
Chairs
Storage
Binders
Accessories
Copiers
Machines
Tables
Appliances
Paper
Furnishings
Bookcases
Supplies
Art
Envelopes
Labels
Fasteners

$0.0M $0.1M $0.2M $0.3M

Sum of Sales by Category and Region

● Central ● East ● South ● West

$1.0M

$0.5M

$0.0M

$0.87M $0.80M $0.66M

Technology   Office Supplies   Furniture

Sum of Sales by Weekdays/Weekend

$1.56M

$0.77M

$1.5M

$1.0M

$0.5M

$0.0M

Weekdays   Weekends

Sum of Sales by Segment

100%

Consumer $1.17M

Corporate $0.73M

Home Office $0.44M

37.2%

Count of Customer by State

California
New York
Texas
Pennsylvania
Illinois
Washington
Ohio
Florida
North Carolina
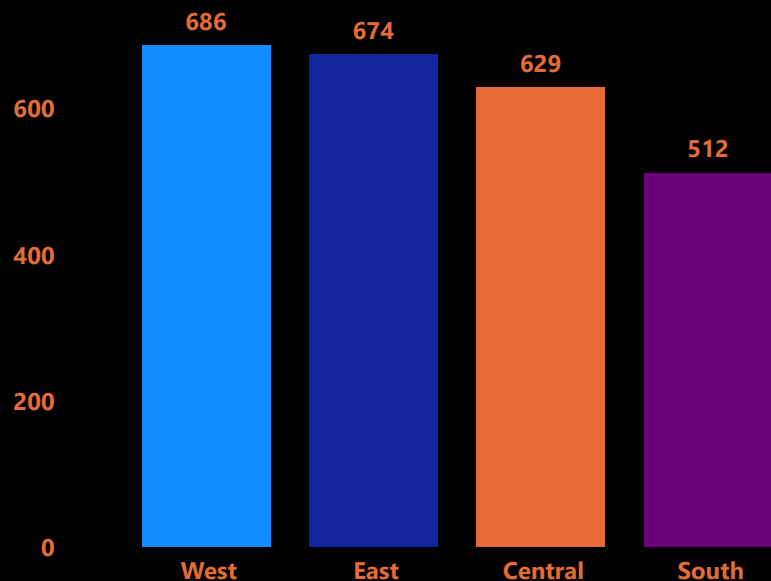Virginia
Michigan
Arizona
Tennessee

0 — 500
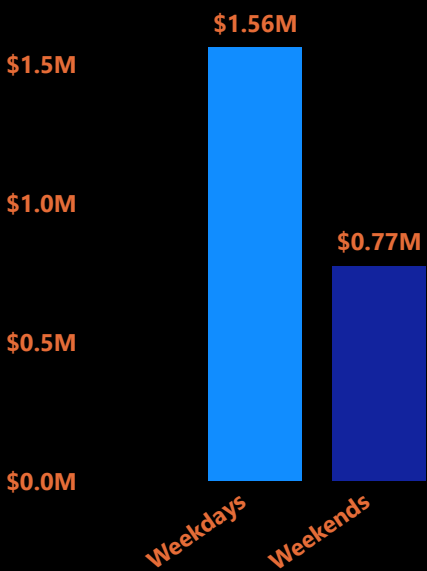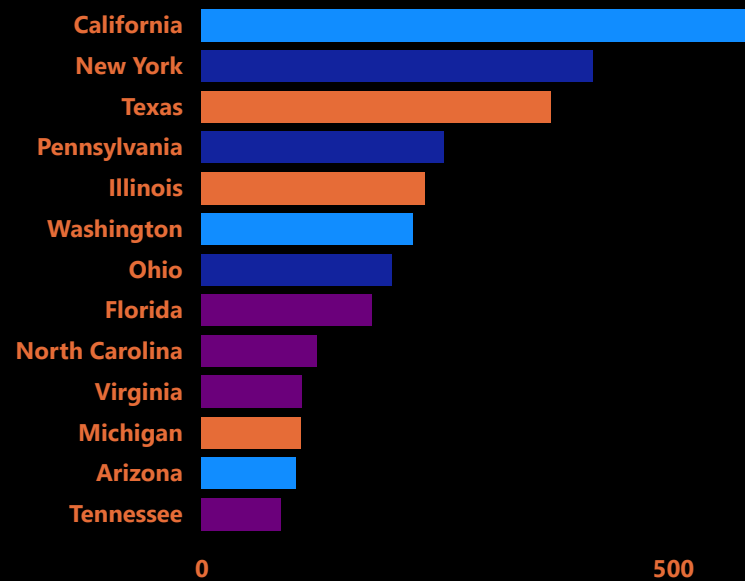
In this page we can see the analysis of customers from different states, region and also the percentage of customers buying different categories.

We can see that state of California has the maximum number of customers followed by New York and Texas.
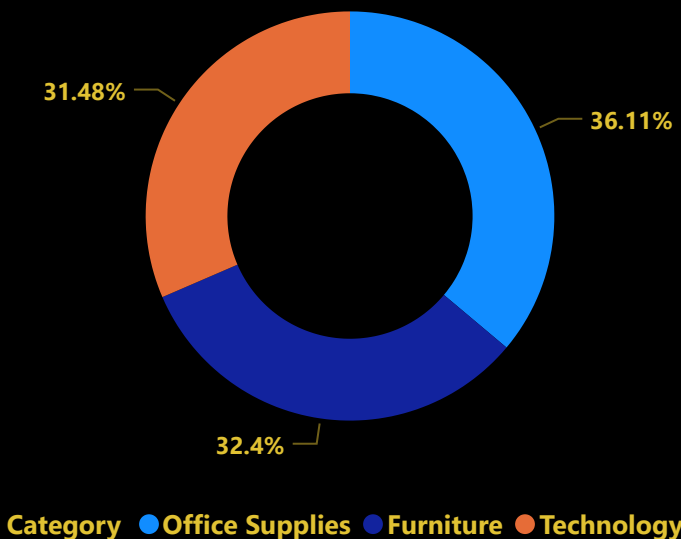
Region wise, the count of customers is maximum in West region and least in South region.

Max number of customers order office supplies, which is followed by Furniture and Technology respectively.

Customer Name	Sum of Quantity	Sum of Sales
Aaron Bergman	13	$1,002.64
Aaron Hawkins	54	$1,880.72
Aaron Smayling	48	$1,837.59
Adam Bellavance	56	$8,574.36
Adam Hart	75	$2,941.98
Adam Shillingsburg	81	$3,000.90
Adrian Barton	73	$19,381.77
Adrian Hane	65	$1,530.41
Adrian Shami	9	$69.63
Aimee Bixby	37	$1,234.26
Alan Barnes	48	$1,206.88
Total	**37873**	**$2,332,025.34**

Count of Customer by Region

686 — West
674 — East
629 — Central
512 — South

Count of Customer by Category

36.11%
32.4%
31.48%

Category ● Office Supplies ● Furniture ● Technology

Top Customer By Quantity

Jonathan Doh...

Top Customer By Sales

Tamara Chand

Customers by State and Category