*A report on*

***“Analysis of Bangladesh Cement Industry Sales Data”***

For the fulfillment of degree of

***“Computer Fundamental and office Application”***

Course form

EDGE -BU-CSE Digital Skills Training.

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# 1. Introduction

The cement industry in Bangladesh plays a crucial role in supporting the country’s infrastructure development, particularly in urbanization and industrial projects. This report analyzes a sample dataset comprising 30 entries related to sales in the cement industry across different regions, sales channels, and marketing efforts. The objective is to uncover patterns in sales performance, regional trends, brand preferences, and the impact of marketing and sales strategies.

# 2. Research Questions and Insights

To understand the dynamics of this data, the following research questions are addressed using a Pivot Table analysis:

## 2.1 Sales Performance by Region

* \*\*Research Question\*\*: *Which regions (Dhaka, Chittagong, Sylhet, etc.) have the highest total sales volume and revenue?*
* \*\*Pivot Table Configuration\*\*:
* \*\*Rows\*\*: Region
* \*\*Values\*\*: Sum of Sales Volume (Tons), Sum of Total Sales (BDT)

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Sum of Sales Volume (Tons)** | **Sum of Total Sales (BDT)** |
| **Barisal** | 335 | 2472000 |
| **Chittagong** | 540 | 3927000 |
| **Dhaka** | 570 | 4198000 |
| **Khulna** | 280 | 2061500 |
| **Rajshahi** | 580 | 4274000 |
| **Sylhet** | 510 | 3687500 |
| **Grand Total** | **2815** | **20620000** |

## Insight

The region with the highest sales volume and total sales can be identified, indicating geographical areas with higher demand for cement.

# 3 Brand Performance Analysis

* \*\*Research Question\*\*: *Which cement brand (Brand A, Brand B, Brand C) generates the highest total sales and has the best conversion rates*?
* \*\*Pivot Table Configuration\*\*:
* \*\*Rows\*\*: Cement Brand
* \*\*Values\*\*: Sum of Total Sales (BDT), Average of Conversion Rate (%)

|  |  |  |
| --- | --- | --- |
| **Row Labels** | **Sum of Conversion Rate (%)** | **Sum of Total Sales (BDT)** |
| **Brand A** | 239 | 6937500 |
| **Brand B** | 253 | 8244000 |
| **Brand C** | 216 | 5438500 |
| **Grand Total** | **708** | **20620000** |
| **Average** | **236** |  |

## Insight

Brands with the highest sales and conversion rates can be targeted for future growth strategies, while underperforming brands might need adjustments in pricing, marketing, or distributio

## 3.1Sales Volume by Sales Channel

\*\*Research Question\*\*: *Which sales channels (Retail, Wholesale, Direct Sales) are most effective in driving higher sales volumes?*

* \*\*Pivot Table Configuration\*\*:
* \*\*Rows\*\*: Sales Channel

\*\*Values\*\*: Sum of Sales Volume (Tons)

|  |  |
| --- | --- |
| **Row Labels** | **Sum of Sales Volume (Tons)** |
| **Direct Sales** | 895 |
| **Retail** | 775 |
| **Wholesale** | 1145 |
| **Grand Total** | **2815** |