Analysis Overview & Report

Objectives

- **Sales and Profit Performance Dashboard**

  To monitor strengths and weaknesses:

  1. Which **state** is generating the most sales?
  2. Which **city** is generating the most sales?
  3. What is the top **segment** on sale?
  4. What is the **total sales** amount till 2017?
  5. What is the **total profit** amount till 2017?
  6. What is the **top profitable** product?
  7. What are the **top 10 cities** on sales?
  8. What is the **segment** distribution on sales?
  9. How is the **YOY** growth? (Sales vs Profit)
  10. What are the **top 10 States** on sales?
  11. What is the **category**-**wise** profit and sales?

- **Customer Insights Dashboard**

  To measure customer loyalty and experience:

  1. Who are the **top 5 customers** on sales?
  2. What is the **average shipping** time on each ship mode?
  3. Which **ship modes** are used most?

- **KPIS Dashboard**

  To measure employees performances:

  12. Which **employee** is **contributing** most?
 13. How much **target** did they achieve?

Steps Used

1. Understand Data
2. Data Cleaning by 'Power Query' in Power BI
3. New measures using DAX (Ex. Top city on sale, Top State on sales, Top profitable product, Lowest profitable product, Top segment)
4. Proper chart
5. Customized colours and background dashboard

Tools Used

Excel, Power BI

Detail Report

Sales and Profit Performance Dashboard
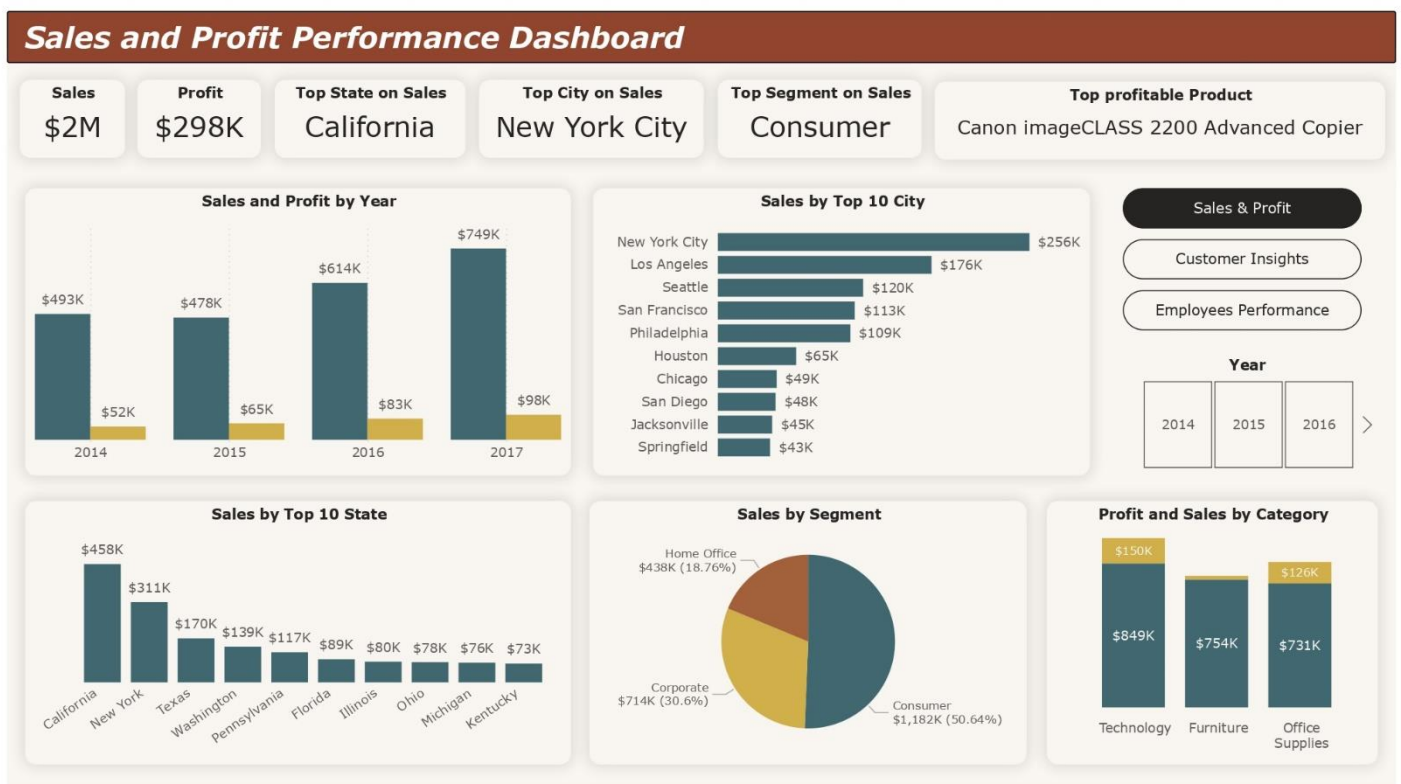
To monitor strengths and weaknesses:

1. Total sales till 2017: $2M
2. Total profit till 2017: $298K
3. Top State on Sales: California

4. Top City on Sales: New York City
5. Top segment on sale: Consumer
6. Top profitable product: Canon imageClass 2200 Advanced Copiler
7. Top 10 cities on sales:

I.	New York City	VI.	Houston
II.	Los Angeles	VII.	Chicago
III.	Seattle	√III.	San Diego
IV.	San Francisco	IX.	Jacksonville
V.	Philadelphia	X.	Springfield

8. Segment distribution: Consumer ($1,182K, 50.61%), Corporate ($714K, 30.6%), Home Office ($438K, 18.76%)
9. **YOY** growth:

Year	Sales	Profit
2014	$493K	$52K
2015	$478K	$65K
2016	$614K	$83K
2017	$749K	$98K

10. Top 10 States on sales:

I.	California	VI.	Florida
II.	New York	VII.	Illinois
III.	Texas	√III.	Ohio
IV.	Washington	IX.	Michigan
V.	Pennsylvania	X.	Kentucky

11. Category-wise sales and profit:

Category	Sales	Profit
Technology	$849K	$150K
Furniture	$745K	$22K
Office Supplies	$731K	$126K

Customer Insights Dashboard
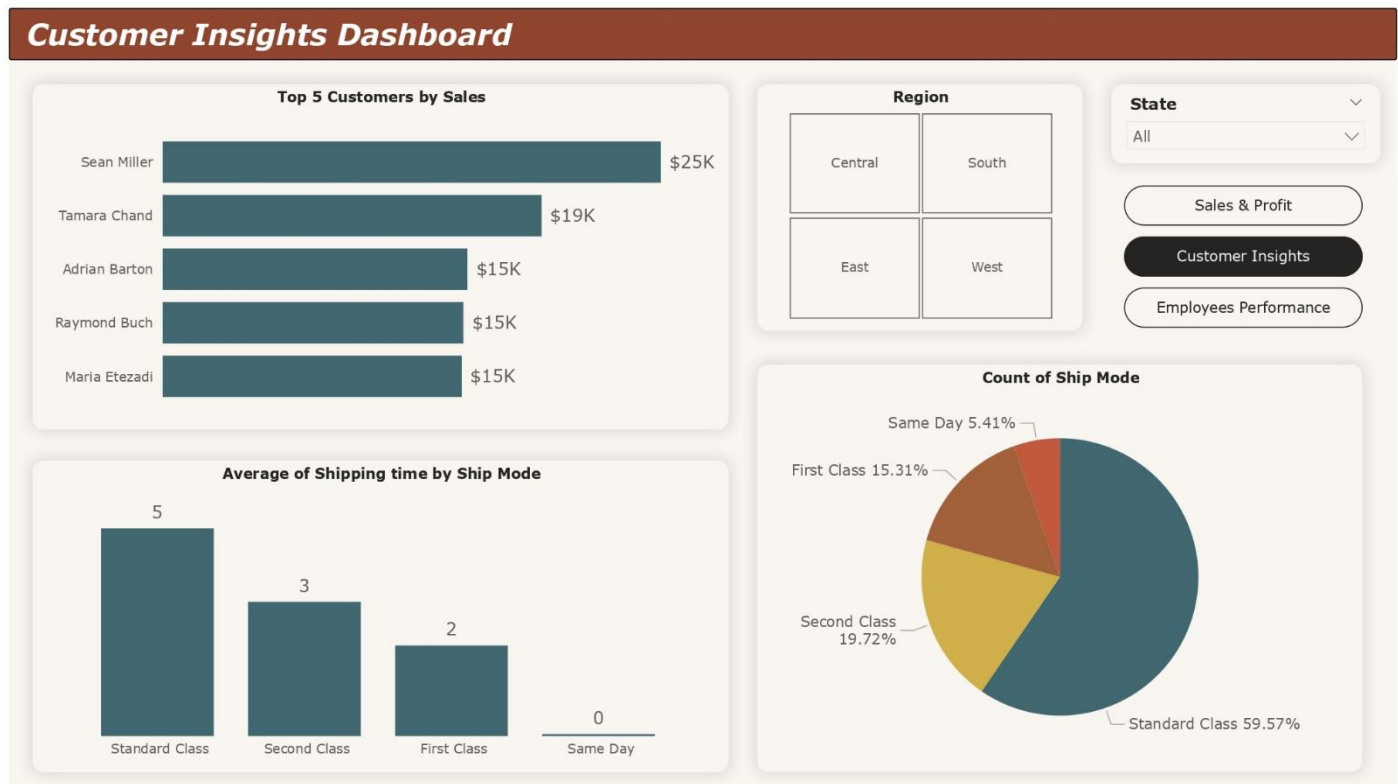
To measure customer loyalty and experience:

4. **Top 5 customers** on sales:
   - Sean Miller is the Top customer who ordered the most is $25K.
   - Tamara Chand is the second top customer who ordered $19K.
   - Adrian Barton is the Third top customer who ordered $15K.
   - Raymond Buch is the Third top customer who ordered $15K.
   - Maria Etezadi is the Third top customer who ordered $15K
5. **Average shipping** time on each ship mode:
   - Standard class Shipping Mode is taking avg. 5 days, is the most time taking.
   - Second class Shipping Mode is taking avg. 3 days, is the 2nd most time taking.
   - First class Shipping Mode is taking avg. 2 days.
   - Same Day Shipping Mode is taking the least time.
6. **Ship modes** are used most:
   - Standard Class is used as the highest ship mode (59.57%).

   - Second Class is used as the 2nd highest ship mode (19.72%).
   - First Class Ship Mode is used 15.31%
   - Same day Ship Mode is used the least 5.41%.

KPIS Dashboard
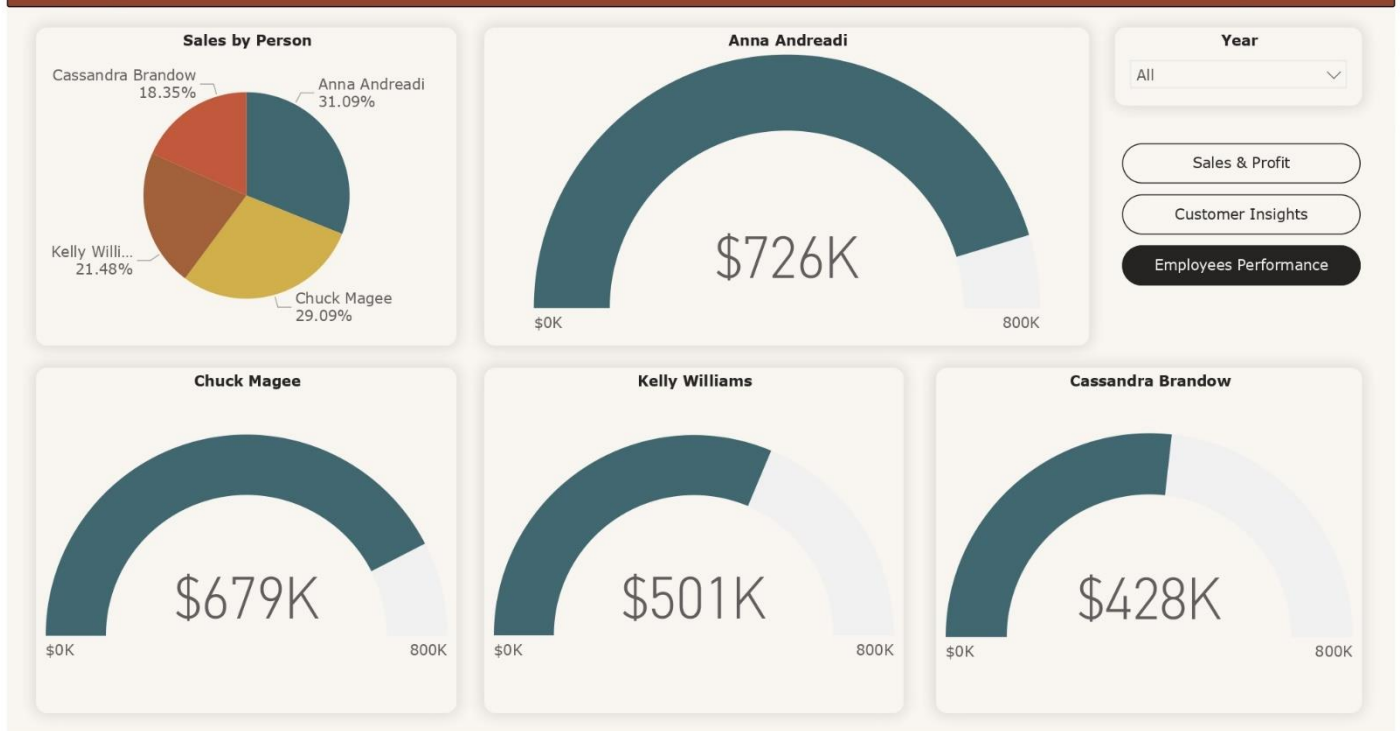
To measure employees performances:

1. **Employee** is **contributing** most:

- Anna Andreadi is contributing the most is 31.09%.
- Chuck Magee is contributing the 2nd most is 29.09%.
- Kelly Williams is contributing the 3nd most is 21.48%.
- Cassandra Brandow is contributing the least is 29.09%.

2. **Target** they achieved:

Name	Target	Achieved
Anna Andreadi	$800K	$726K
Chuck Magee	$800K	$679K
Kelly Williams	$800K	$501K
Cassandra Brandow	$800K	$428K