Sales Analysis

Steps in Project

- Requirement Gathering/ Business Requirements

- Data Walkthrough

- Data Connection

- Data Cleaning/ Quality Check

- Data Modeling

- Data Processing

- DAX Calculations

- Dashboard Lay outing

- Charts Development and Formatting

- Dashboard/ Report Development

- Insights Generation

Sales Analysis

Key Insights:

1. **Dataset Structures:**

   Rows: 9994

   Column: 21

   Data Types: Numeric(int64, float64) and Categorical(object)

2. **Key Matrices(KPIs):**

   Identify the core performance indicators relevant to your sales analysis:

   - Total Sales Revenue

   - Units Sold

   - Profit Margin

   - Average Order Value

   - Customer Acquisition Rate

   - Sales Growth Rate

3. **Next Steps:**

   Statistical Summary: I'll calculate sum and other matrices for key columns like sales and ratings.

   Visualization Preparation: Gather insights for Power BI Visualizations. Let's start with basic statistics.

4. **Exploratory Data Analysis (EDA)**

- **Sales Trends:** Analyze monthly, quarterly, and yearly sales patterns.

- **Top Performers:** Identify best-selling products, top regions, and highest-grossing salespeople.

- **Customer Analysis:** Examine customer segments based on purchase behavior.

- **Profit Analysis:** Determine profitability by product, region, or customer segment.

5. **Statistical Summary:**

Profit Sum: 286.40K

Sales Sum: 2.30M

Quantity Sum: 38K

Discount Sum: 1.56K

6. **Next:**

In Power BI, these insights could be visualized as:

- **Time Series Charts:** Sales revenue over time.

- **Bar/Column Charts:** For Sum of Sales By Category

- **Pie Charts:** For Category Profit Summation.

- **Line Charts:** For Sales by Month and Monthly Sales and Quantity Total.

- **Donut Charts:** For Sales by Ship Mode, Sales by Segment, and Sales by Quarter.

- **Tables:** Detailed breakdowns with slicers for filtering.