TNSDC

DATA ANALYTICS USING EXCEL

STUDENT NAME : LEELAVATHI N M

REGISTER NO. : 312211241/D45AAB62DD4681586F34AC4F3B5E545

DEPARTMENT : B.COM.GENERAL

COLLEGE : DR.MGR JANAKI COLLEGE OF ARTS AND. SCIENCE FOR WOMEN

PROJECT

SALES PERFORMANCE ANALYSIS

AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Our Solution and Proposition
5. Dataset Description

6. Modelling Approach
7. Results and Discussion
8. Conclusion

PROBLEM STATEMENT

What is the current problem in sales performance?

1.Declining sales numbers
2.Inconsistent performance across regions/products
3.Lack of actionable insights from data
4.High customer churn or missed sales targets

PROJECT OVERVIEW

Objective:

Use data analytics to improve sales performance, forecast trends, and identify growth opportunities.

Scope:

Analyze historical sales data, identify trends, patterns, and provide actionable recommendations.

END USERS

Who benefits from this analysis?

Sales Managers: To optimize strategy and improve team performance.

Executives/Leadership: To make data-driven decisions on budgets and forecasts.

Marketing Teams: To align their campaigns based on product or regional performance.

Sales Representatives: To understand personal performance and adjust tactics.

OUR SOLUTION AND PROPOSITION

Solution:
Data-driven analysis using Excel to identify trends and actionable insights.

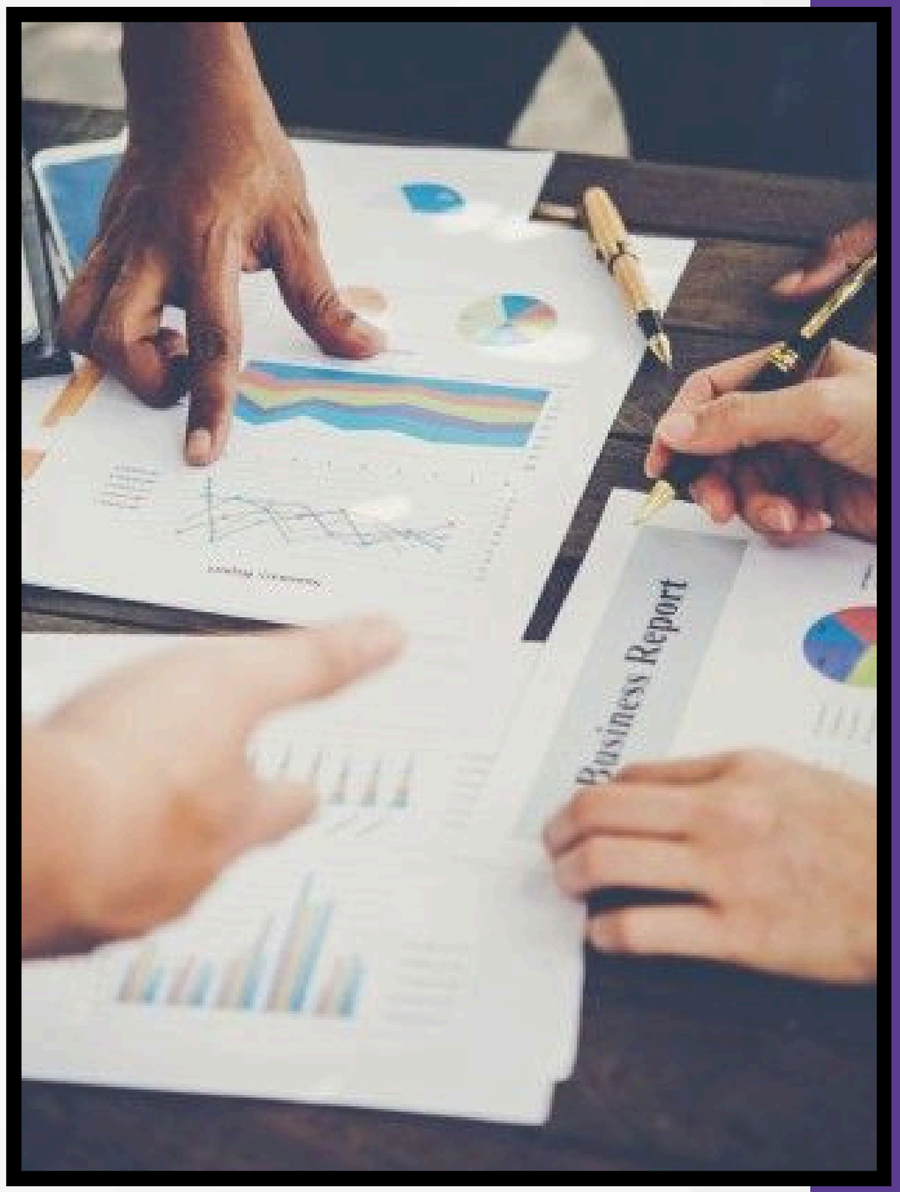
Sales Dashboard:
Visuals on KPIs like total revenue, units sold, region-wise performance, and sales rep performance.

Predictive Modelling:
Forecast future sales and customer demand.

Proposition:
Cost-effective and actionable insights using existing tools like Excel.

DATASET
DESCRIPTION

Source of Data: Sales transaction logs, CRM systems, or any historical sales data.
Sales Date
Product Category
Sales Representative
Region
Units Sold
Revenue Generated
Customer Demographics (if available)



MODELLING APPROACH

Data Preparation:
Clean the dataset (handle missing data, outliers) and categorize data.

Descriptive Analytics:
Summary statistics, Pivot Tables, Charts (bar, line, pie charts)

Predictive Analytics:
Trend lines, forecasts using Excel's built-in formulas

Key Metrics:
Sales Growth Rate, Average Revenue per Customer, Best/Worst Selling Products

Results and Discussion

Key Insights:

1. Product A sales increased by 15% over the last quarter.
2. Region X shows consistent underperformance.
3. Sales Rep B outperforms in high-value customer segments.
4. Revenue forecasts predict a 10% dip next quarter unless changes are made.

CONCLUSION

Summary of Findings:

1. Highlight key improvements and underperforming areas

2.Focus marketing efforts on high-performing products

3. Sales training for underperforming regions

4. Revisit product pricing or bundling strategies

THANK YOU

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore