



# TNSDC

## DATA ANALYTICS USING EXCEL

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PROJECT

# **SALES PERFORMANCE ANALYSIS**

# AGENDA

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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

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**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

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Source of Data: Sales transaction logs,  
CRM systems, or any historical sales data.

Sales Date

Product Category

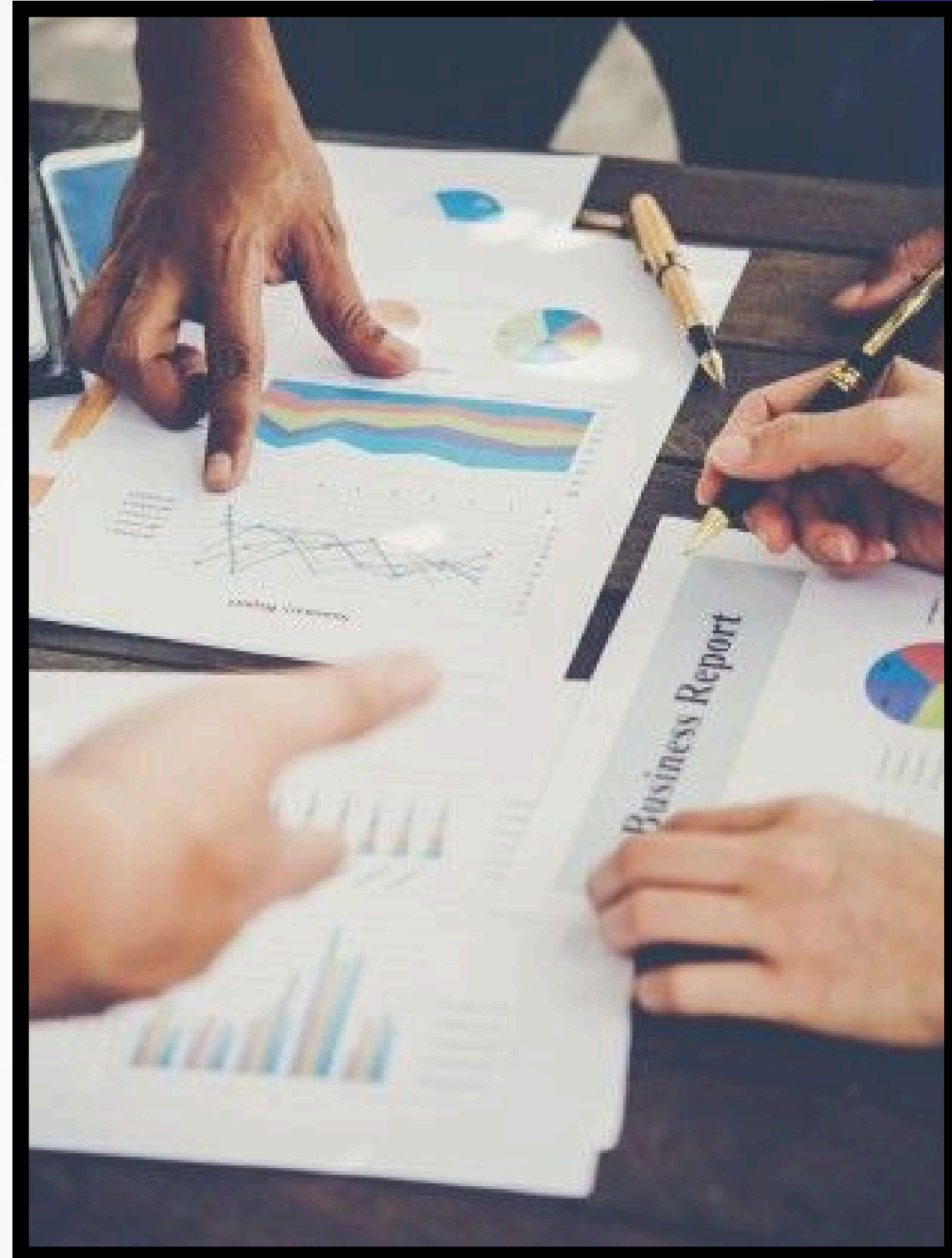
Sales Representative

Region

Units Sold

Revenue Generated

Customer Demographics (if available)





# MODELLING APPROACH

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## **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

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