

# GROSS SALES 2019

*MeriSKILL Internship*

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## **Objective:**

Analyze gross sales from a US store specializing in electronic products, to identify trends, top-selling products, and revenue metrics for business decision-making.

## **Steps:**

1. Upload the data in Excel.
2. Clean the data.
3. Change column names.
4. Split date variables.
5. Create pivot tables.
6. Visualize data.
7. Create a dashboard.
8. Apply filters to all the visualizations.
9. Change the format.

## **Key Insights:**

- The date that produces more gross sales is the month of December, Tuesday, at 7 p.m.
- California is the state with the highest gross sales.
- Batteries are the most popular product, especially AAA batteries.
- Laptops are the products that produce the highest gross sales, especially the MacBook Pro.

## **Conclusion:**

Even though we can have valuable insights from the data, it would be important to have information such as the cost of each product, which products were returned, if they had a discount, to calculate the margin profit, and some other interesting indicators.