



## SALES DATA ANALYSIS REPORT

**KPI Covered:**

**KPI 1: Weekly Moving Average**

**KPI 2: Current vs last Year Sales comparison**

**KPI 3: Top 3 Product Share Details**

**KPI 4: Sales Target Prediction with Parameter**

**Report Name: Sales Analysis**

**Report Version: 1.0**

**Report Owner: Malay Kumar Sahoo**

**Created By: Malay Kumar Sahoo**

**Published On:**

**Additional Report:**

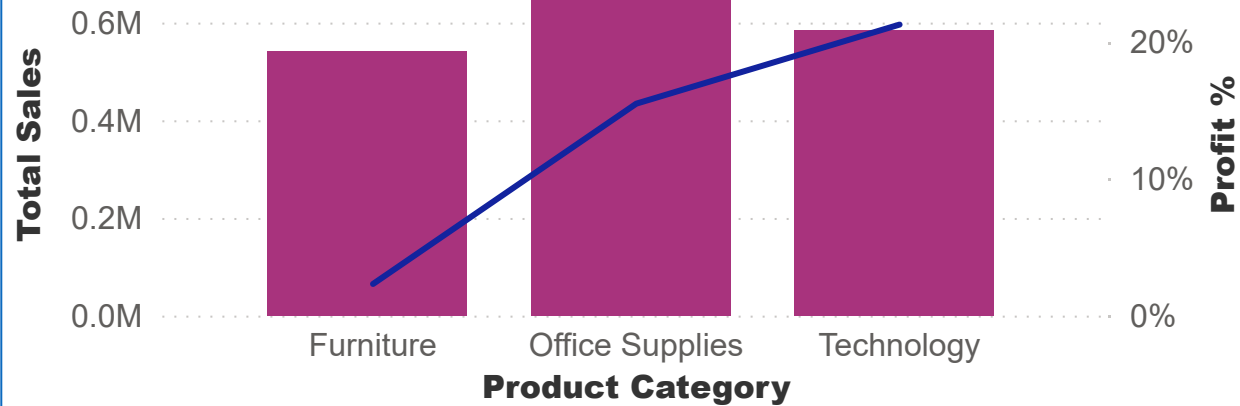
**Next**

## Total Sales and Profit %

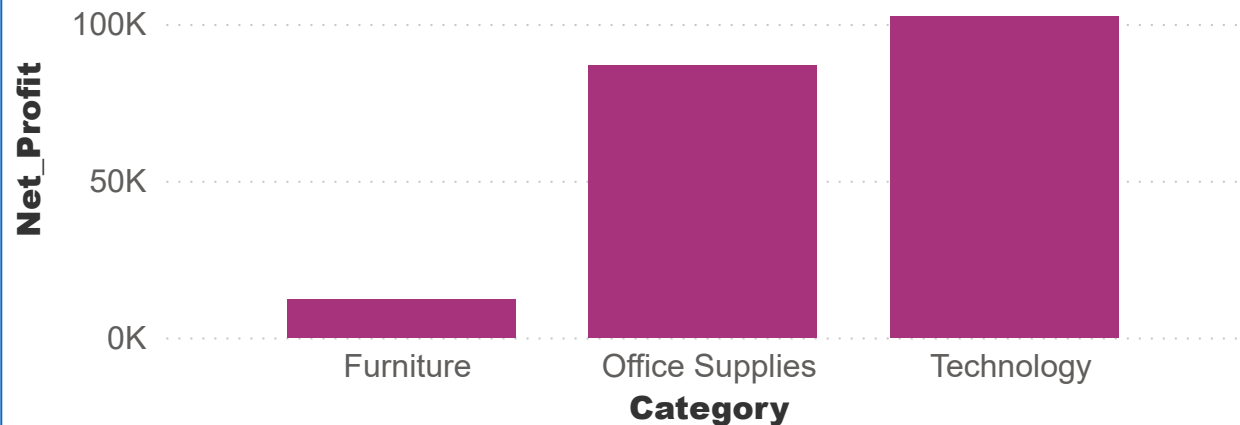


### Total Sales & Profit % by Category

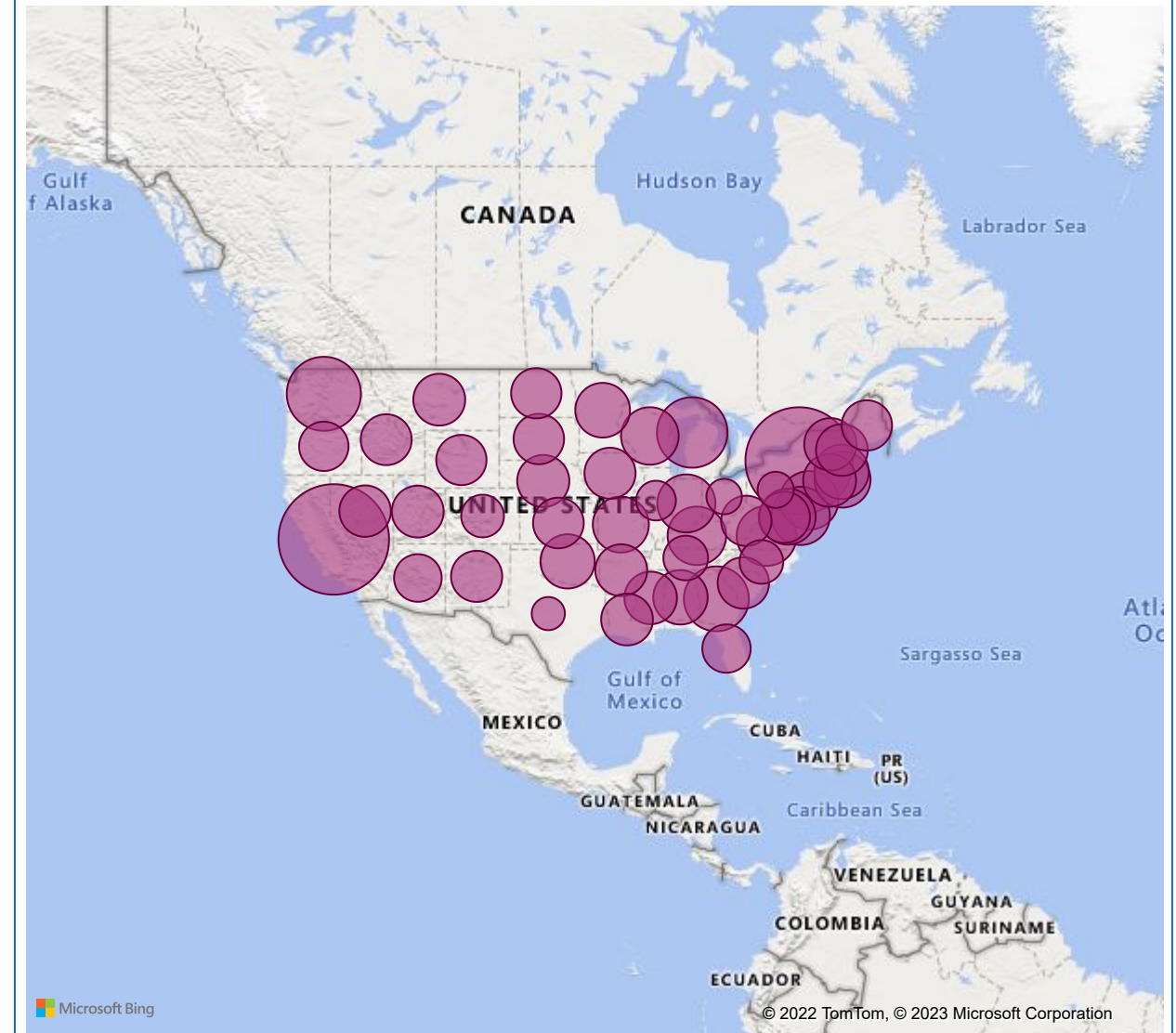
● Net\_Sales ● Net\_Profit\_%



### Total Profit by Category



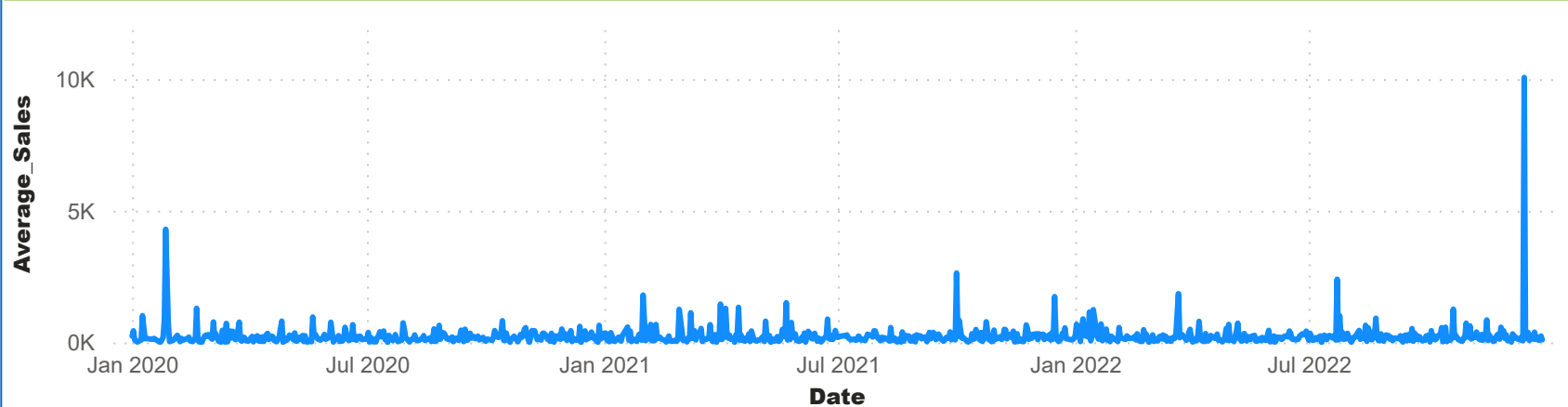
### Total Profit By Region



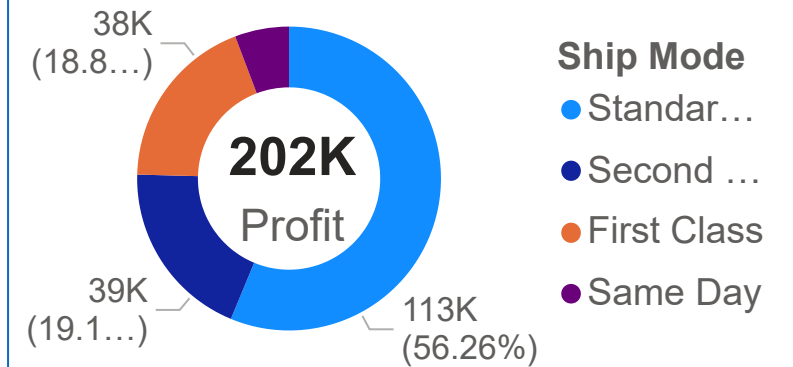
## Average Sales



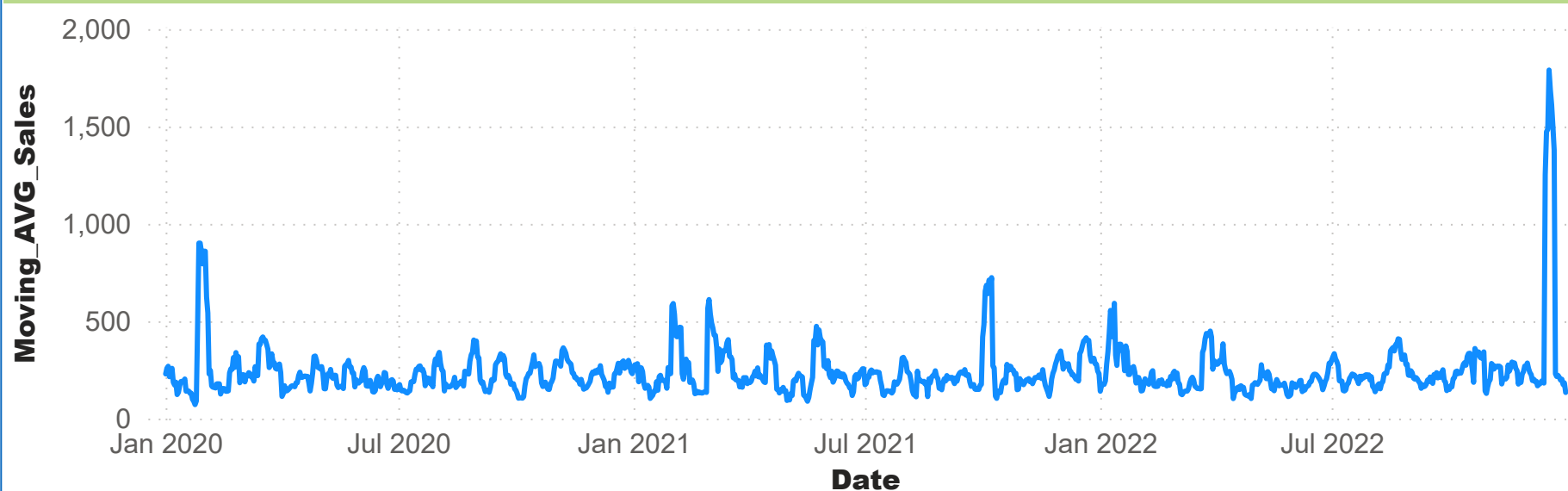
### Average Sales by Day



### Profit by Ship Mode



### Moving AVG Sales by Day



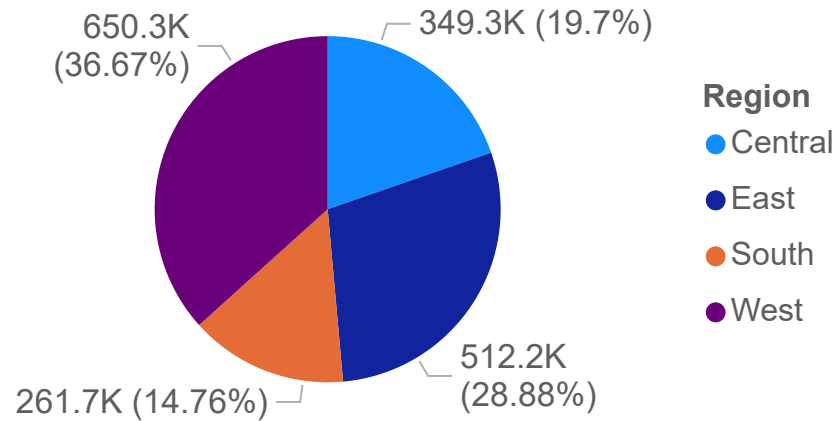
Sub Category	Profit %
Envelopes	77%
Labels	75%
Copiers	58%
Fasteners	49%
Art	32%
Accessories	32%
Appliances	20%
Binders	17%
Furnishings	17%
Paper	15%



## All Sales Parameter



### Total Sales by Region



**1.8M**

Total Sales

**1.6M**

Total Cost

**13%**

Total Profit\_ %

#### Category

- ☐ Furniture
- ☐ Office Supplies
- ☐ Technology

#### Year

All

#### Region

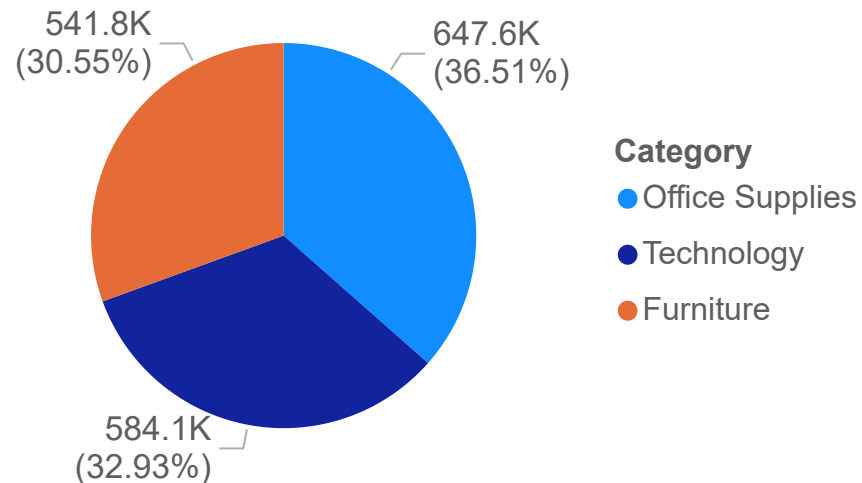
- ☐ Central
- ☐ East
- ☐ South
- ☐ West

### Month wise Sales and Last Yr Sales

**3,42,929.0**✓

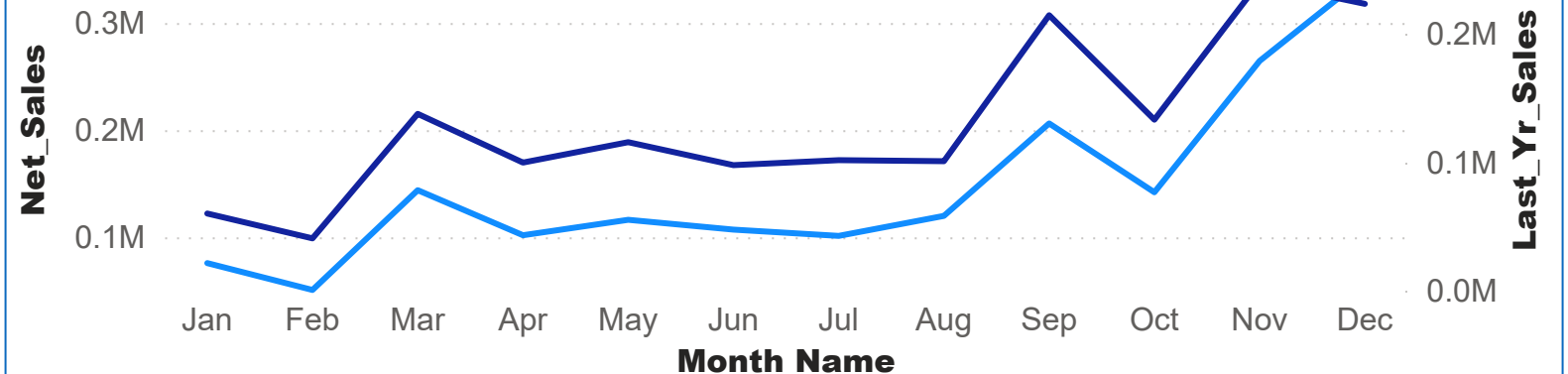
Last Yr Sales: 223.23K (+53.62%)

### Total Sales by Category



### Current Sales vs Last Yr Sales

● Net\_Sales ● Last\_Yr\_Sales





## Top N Sales and Share



Top 5

Top 8

Top 10

Top 12

244.16K

Top 3 Product Total

13%

Top 3 Product Share

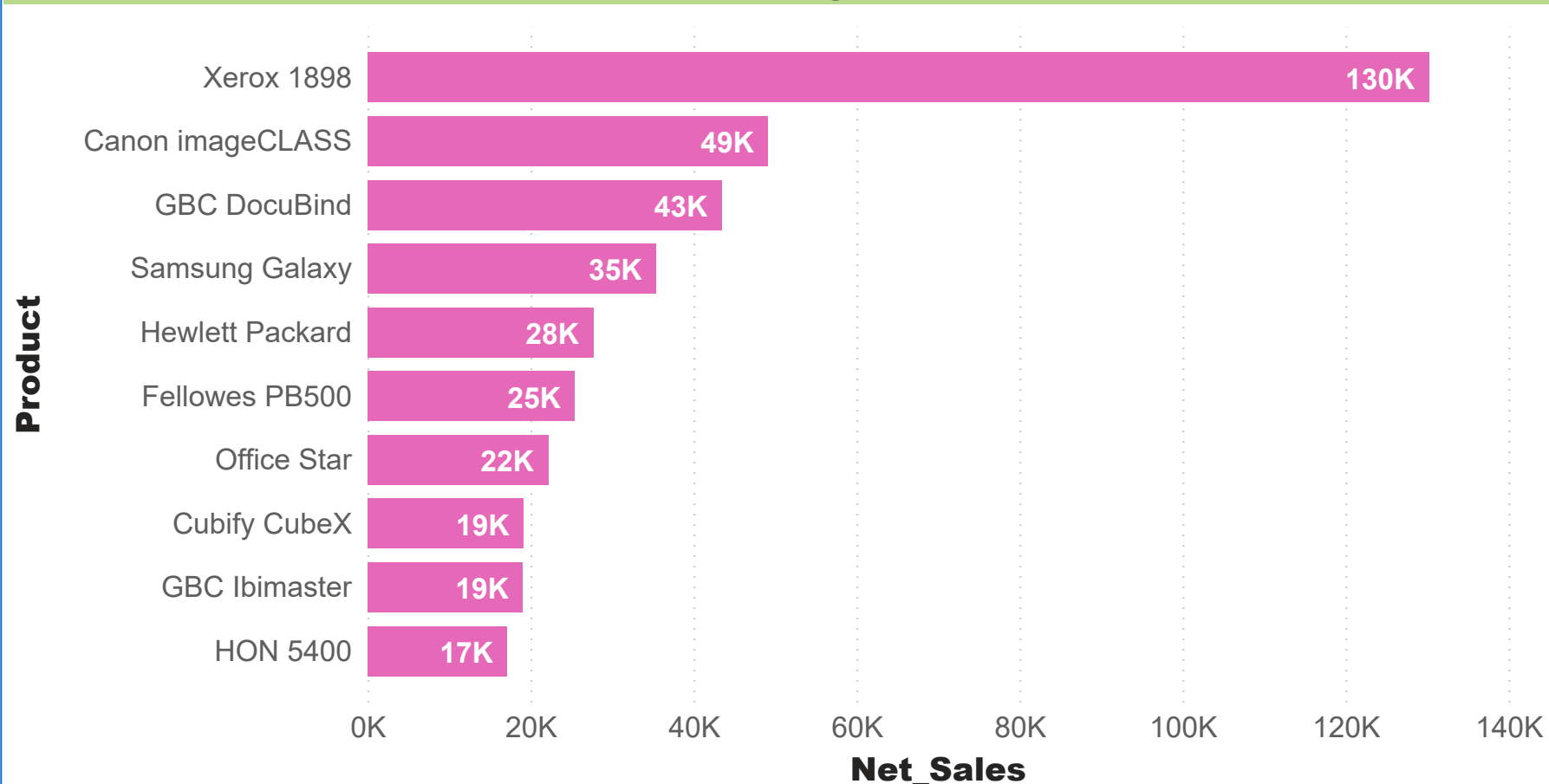
178.80K

Top 3 Cust Sales

9.20%

Top 3 cust Share

### Top 10 Product by Max Sales



Year  
All

Region  
☐ Central  
☐ East  
☐ South  
☐ West

Category  
☐ Furniture  
☐ Office Supplies  
☐ Technology



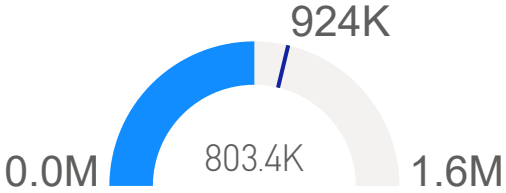
# Current Sales vs Target



Target %

15

Net\_Sales and Target\_Sales



Month	Last Yr Sales	Current Yr Sales	Expected Target_Sales
Jan	27,295.33	40,343.2	46,395
Feb	20,105.87	17,675.7	20,327
Mar	47,591.55	62,555.0	71,938
Apr	37,106.43	33,980.6	39,078
May	56,469.86	39,520.5	45,449
Jun	42,194.29	45,499.7	52,325
Jul	38,662.24	39,222.9	45,106
Aug	35,756.88	55,868.6	64,249
Sep	68,425.29	80,568.5	92,654
Oct	59,359.71	74,846.8	86,074
Nov	86,324.05	1,13,763.2	1,30,828
Dec	91,115.42	1,99,548.2	2,29,480
Total	6,10,406.89	8,03,393.0	9,23,902

## Sales Comparison

