

Sales Analysis Summary Report

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1 How are sales trending over time?

Answer:

Sales show a **clear upward trend over time**, with noticeable **seasonal fluctuations**.

While short-term dips occur in certain months, overall revenue increases year-over-year, indicating sustained business growth. Periods of stronger performance suggest seasonal demand patterns that could be leveraged for targeted promotions and inventory planning.

2 Which products and subcategories drive the most revenue?

Answer:

At the **subcategory level**, **Phones** generate the highest total sales, driven by consistent demand and high sales volume.

However, at the **individual product level**, the **Canon imageCLASS 2200 Advanced Copier** is the top-selling product by revenue, despite belonging to a subcategory that does not rank first overall.

This demonstrates the difference between **high-volume product categories** and **high-ticket individual items**.

3 Which regions and customer segments are most profitable?

Answer:

Sales performance varies significantly by region and customer segment. The **West region** emerges as the highest-performing region, accounting for **31.58% of total sales (725,457.82)**, indicating a strong market presence and consistent customer demand. In terms of customer segments, the **Consumer segment** leads overall performance, contributing **50.55% of total sales (1,161,139.39)**, which suggests higher purchasing frequency and sustained demand from individual consumers.

These patterns highlight clear opportunities to prioritise high-performing regions and customer segments when developing growth-focused sales and marketing strategies.

4 Where are sales underperforming or declining?

Answer:

Conversely, some regions and product subcategories underperform relative to overall sales trends. The **South region** records the lowest performance, contributing only **17.04% of total sales (391,459.95)**, indicating weaker demand compared to other regions. At the product level, the **Fasteners subcategory** is the

poorest performer, generating sales of just **3,024.28**, which is significantly lower than other subcategories.

These underperforming areas may reflect limited demand, pricing sensitivity, or reduced market relevance and represent potential opportunities for targeted interventions such as promotional campaigns, pricing adjustments, or product rationalisation

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I would like to thank Mr Pavan Lalwani for sharing this Excel dataset and guiding us step by step instructions on how to work with the Microsoft Business Intelligence software, Power BI



This project is part of my personal data science and analytics portfolio