

Global Mart Sales Analysis

- The data suggests that technology is Global Marts strongest market is technology, followed by furniture while office supplies is the weakest.
- Further analysis on the variability of sales will identify if there are any seasonal trends or affecting factors.
- The high sales in technology and furniture suggests that these areas could use further investment and marketing efforts
- There is a general upwards sales trend from 2012-2016, with a very noticeable spike in 2015. Further analysis to identify the reason for this upward spike is recommended to inform future strategies.
- Sales vary significantly across the regions.
- Office supplies dominate in Eastern and Central US which indicates a strong demand for office essentials.
- Western US has high sales for furniture and technology suggesting a strong market for both home and office equipment.
- Identifying regions and sales by categories can identify areas for growth and tailored marketing.