Sales Analysis Project of a Sample Data Using Power BI
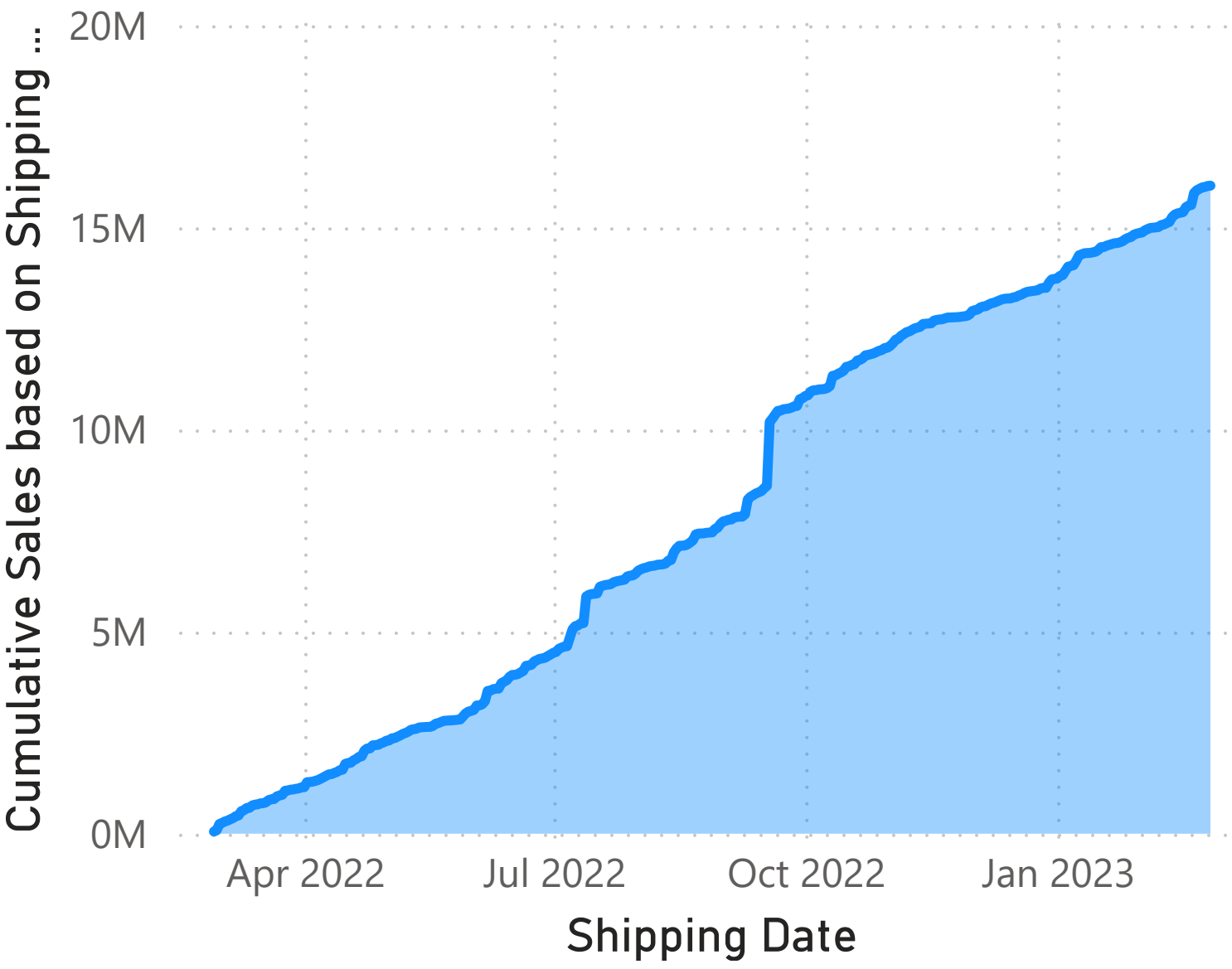
Total Sales

16.03M

Products

304

Count of customers

999

Quantity Sold

108K

Top 3 sales by product name

1.25M (22.68%)
2.75M (49.9...)
1.51M (27.41%)

Product Name
- Microsoft S...
- Samsung S...
- Lululemon ...
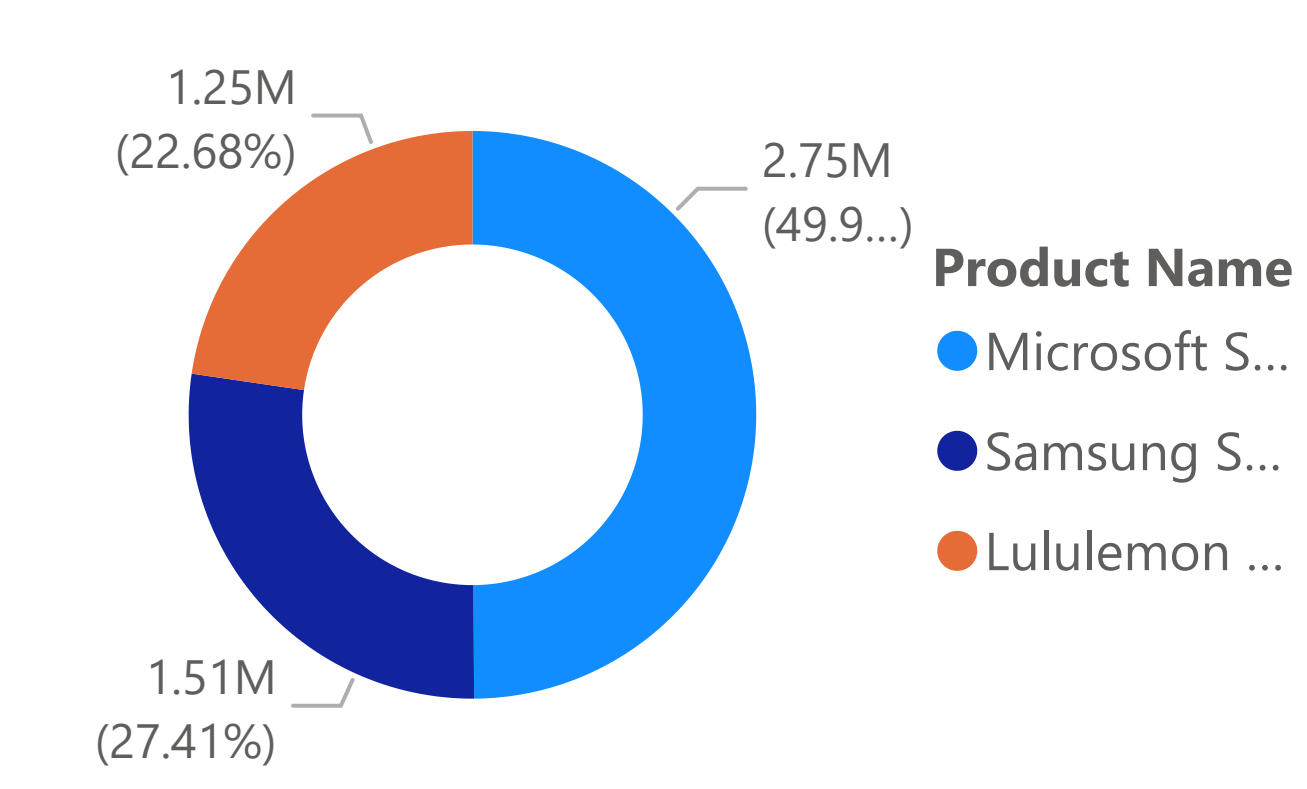
Bottom 3 sales by product name

430.... (31....)
470.23K (34.67%)
455.29K (33.5...)
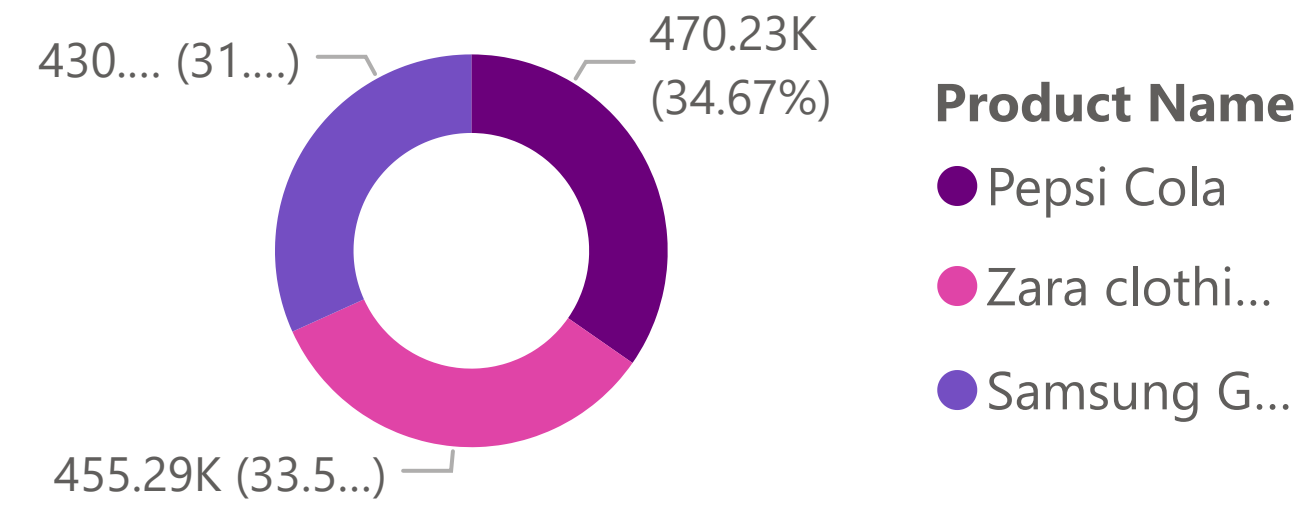
Product Name
- Pepsi Cola
- Zara clothi...
- Samsung G...
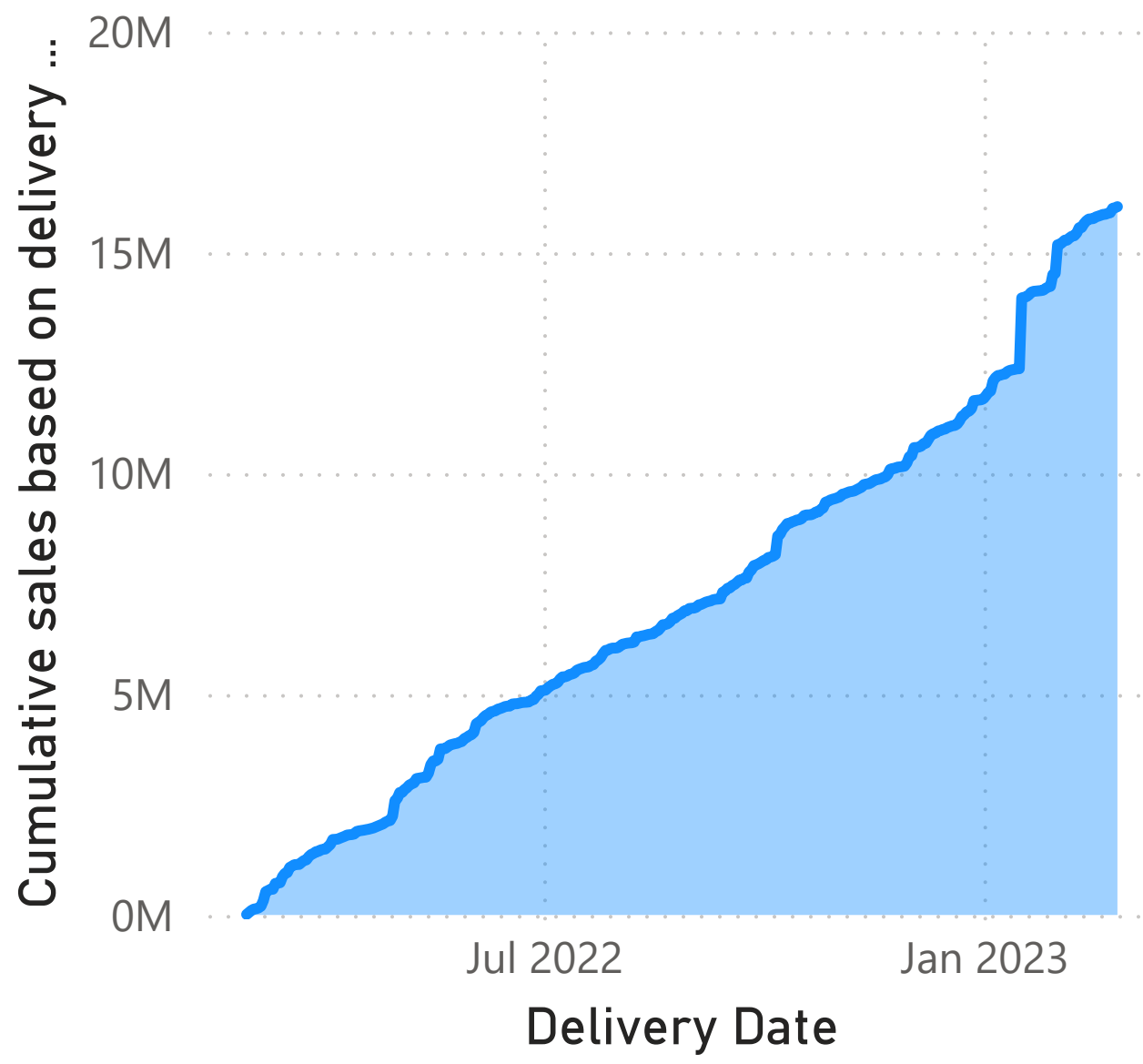
Average_sale by Category Name

Category Name
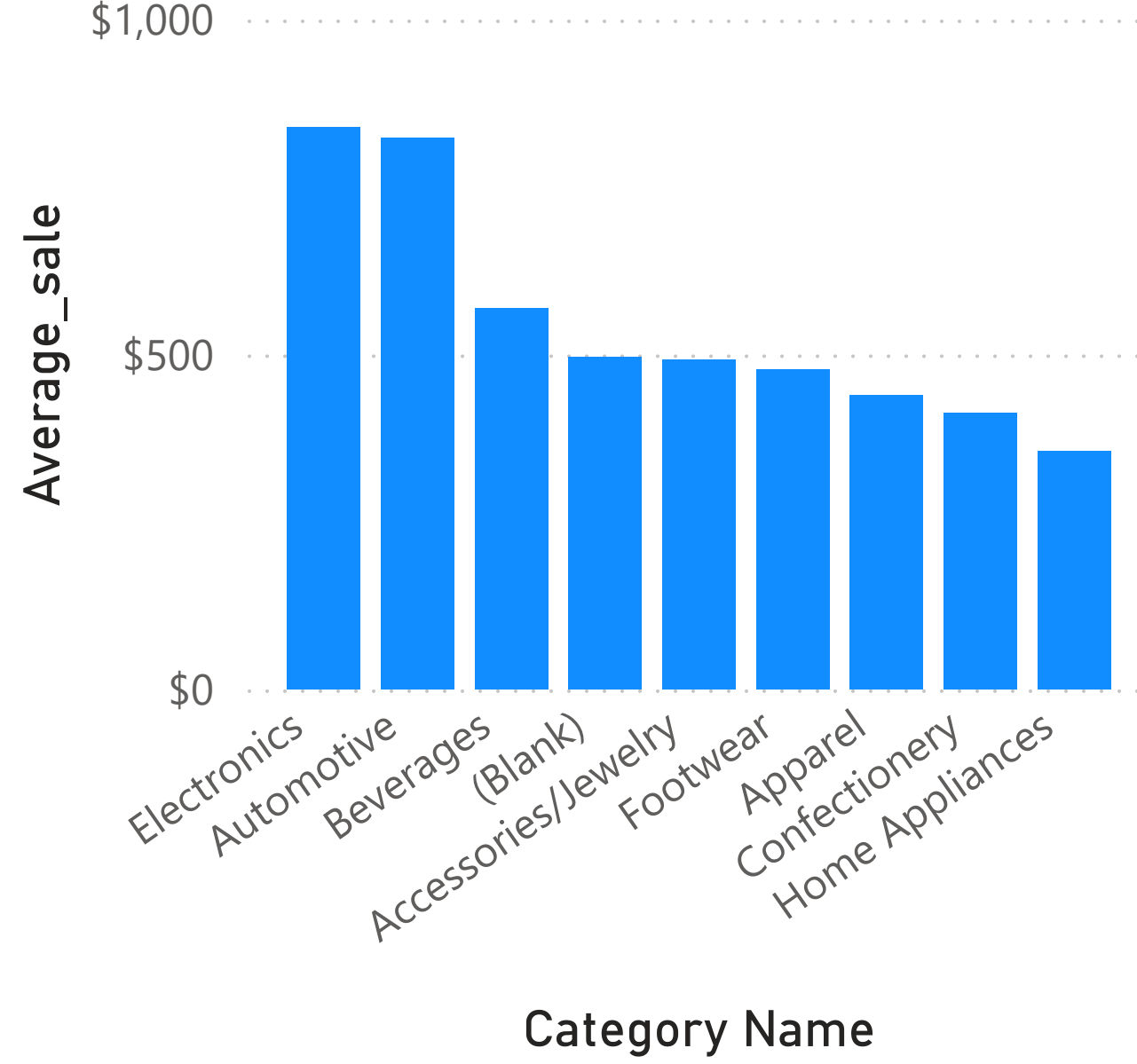
Country

- Afghanistan
- Aland Islands
- Albania
- American Samoa
- ● Argentina
- Armenia
- Aruba
- Australia
- Azerbaijan
- Bangladesh
- Barbados
- Belarus
- Belgium

View Product Details

Overview of Sales Data and Customer Count

Cumulative sales based on Shipping Date

Cumulative sales based on Delivery Date

Cumulative Sales Analysis by Product ID

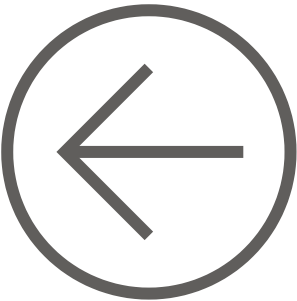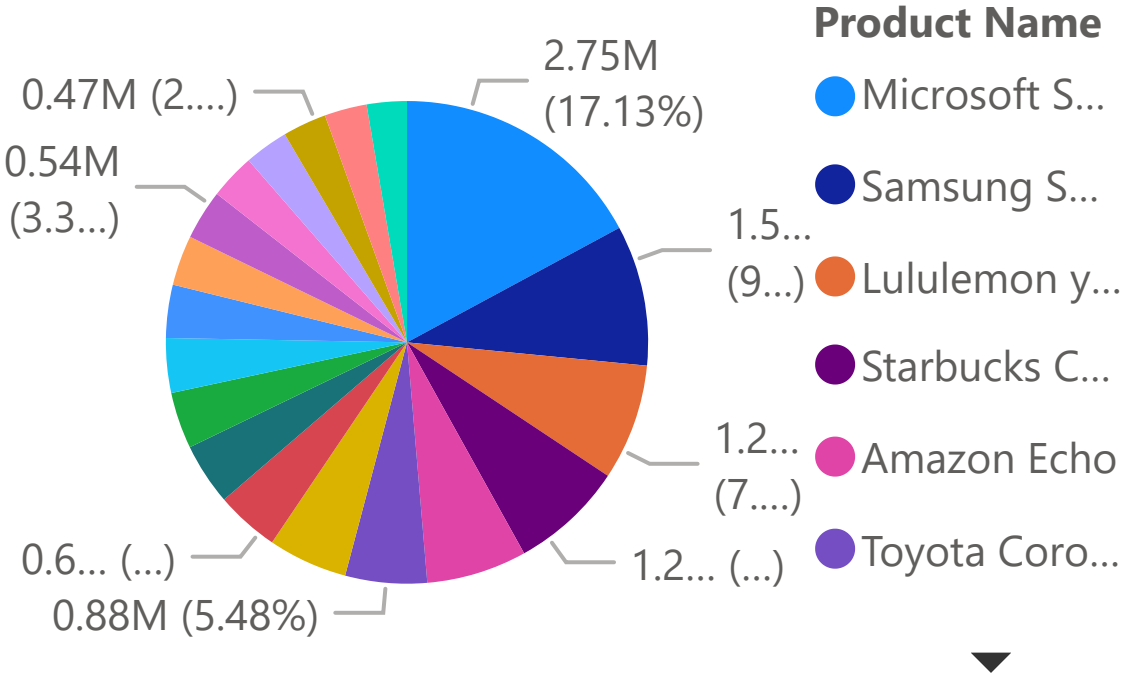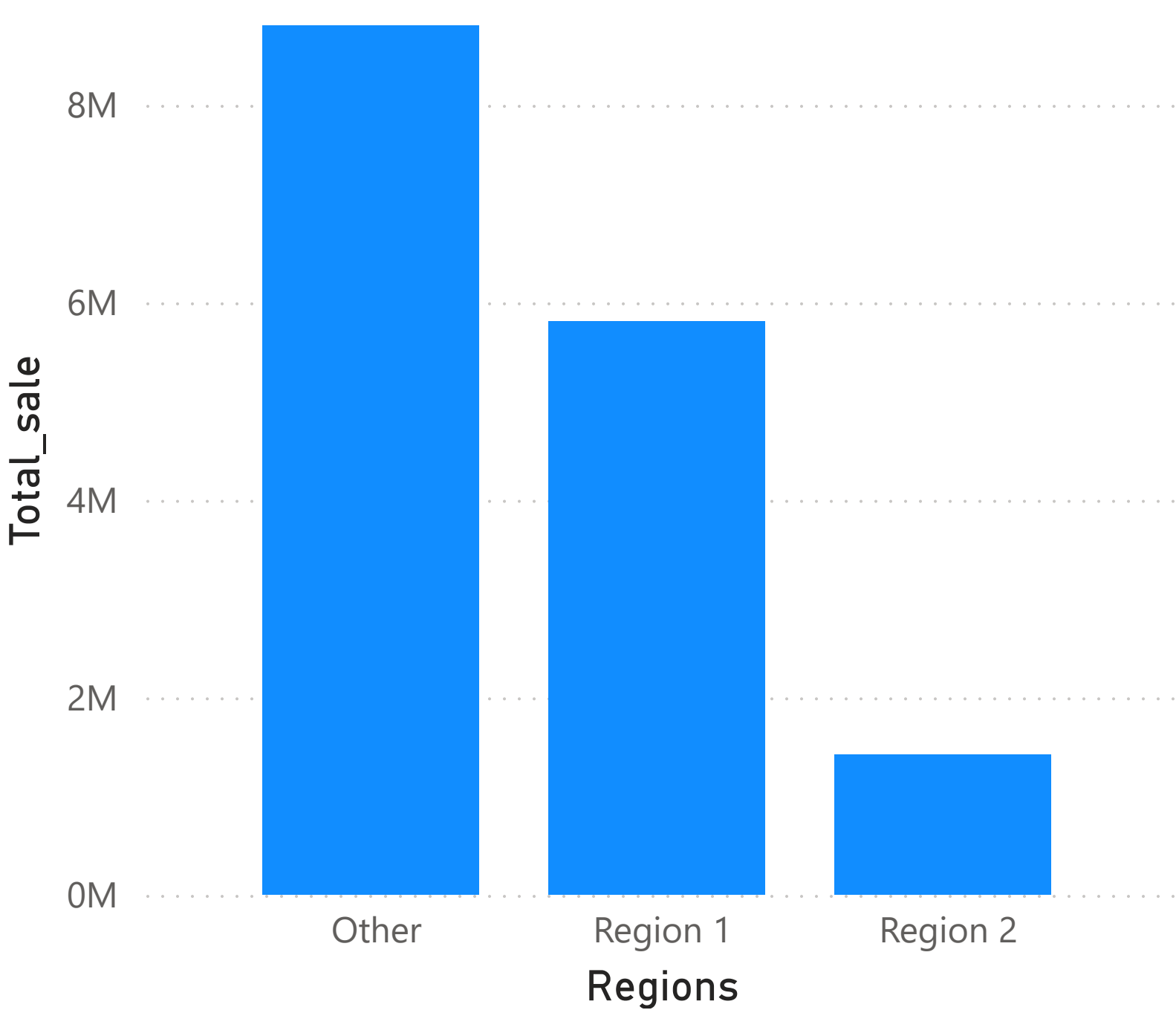| Product ID	Product Name	Sum of Quantity	Sum of Sales	Postal Code	Shipping Date	Delivery
1	Pepsi Cola	3	279.18	4401	Sunday, December 04, 2022	Friday, A
1	Pepsi Cola	2	427.06	10024	Friday, December 16, 2022	Wednes
1	Pepsi Cola	6	635.47	19140	Thursday, June 02, 2022	Thursday
1	Pepsi Cola	3	394.74	28540	Sunday, April 24, 2022	Tuesday,
1	Pepsi Cola	6	563.76	33710	Sunday, March 06, 2022	Thursday
1	Pepsi Cola	3	399.06	75081	Friday, April 29, 2022	Monday,
1	Pepsi Cola	4	148.96	85323	Tuesday, July 26, 2022	Saturday
1	Pepsi Cola	5	474.50	90008	Tuesday, December 13, 2022	Wednes
1	Pepsi Cola	4	152.45	90032	Saturday, October 01, 2022	Saturday
1	Pepsi Cola	3	68.22	90036	Friday, February 24, 2023	Monday,
1	Pepsi Cola	2	25.92	90049	Friday, June 03, 2022	Monday,
1	Pepsi Cola	4	461.66	92024	Wednesday, July 20, 2022	Thursday
1	Pepsi Cola	7	718.83	92704	Monday, January 09, 2023	Thursday
1	Pepsi Cola	3	179.42	94110	Thursday, September 15, 2022	Monday,
Total		**108379**	**16,031,116.48**			

Detailed breakdown of total sales by product name

Product Name

- Microsoft S...
- Samsung S...
- Lululemon y...
- Starbucks C...
- Amazon Echo
- Toyota Coro...

2.75M (17.13%)
1.5... (9...)
1.2... (7....)
1.2... (...)
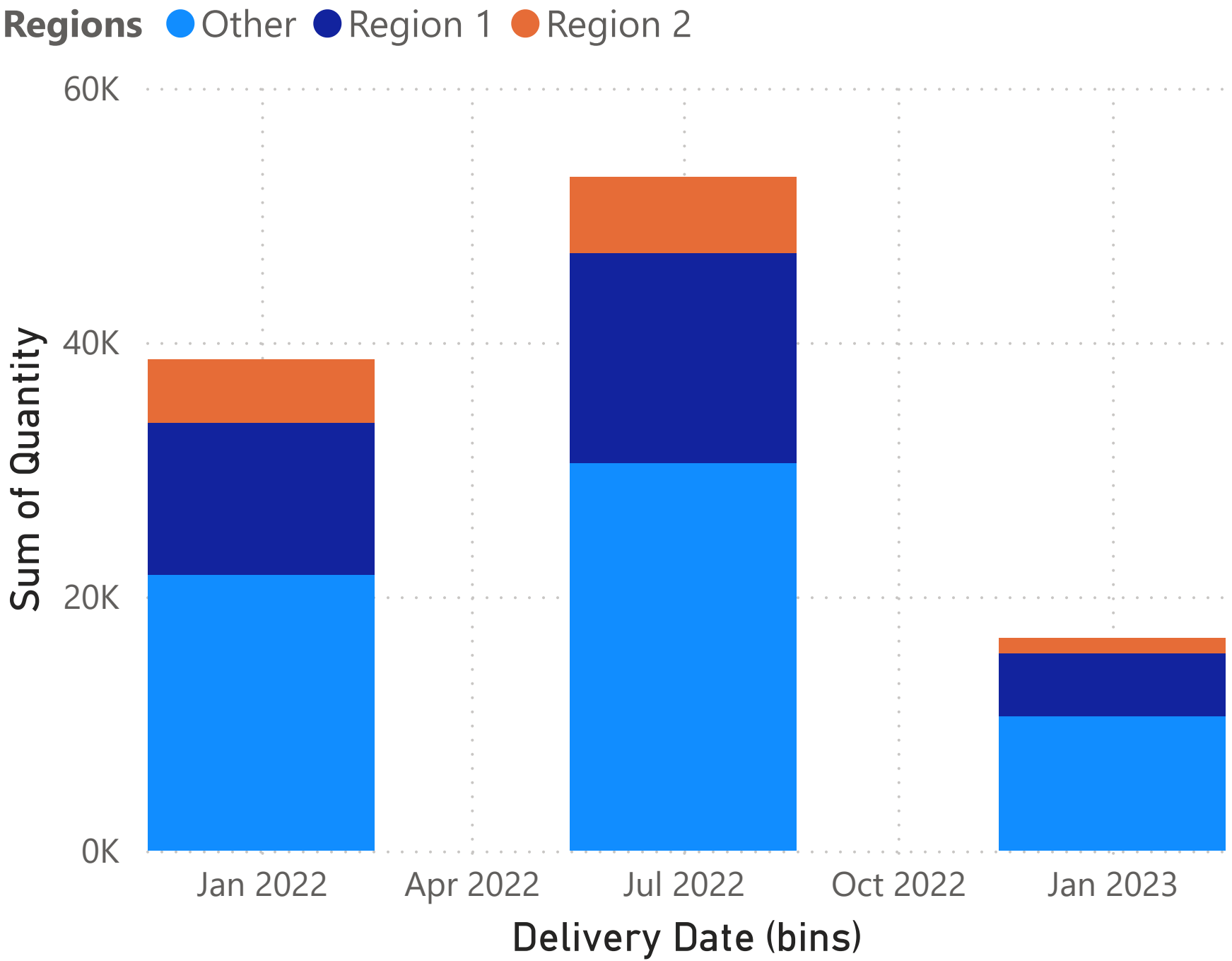0.88M (5.48%)
0.6... (...)
0.54M (3.3...)
0.47M (2....)

Total Sales breakdown by various defined regions using grouping and binning.

Total sale by Regions

Sum of Quantity by Delivery Date (bins) and Regions

Regions ● Other ● Region 1 ● Region 2

Insights into Sales Volume and Product Quantity by Product Name and its Rating calculated based on the price per unit of a given product

Total sales and Quantity by Product Name and Sales Rating

Sales Rating ● Average ● Excellent ● good ● Poor

Microsoft Surface had the highest Sum of Sales (2,127,599.45) and Nestlé KitKat had the highest Sum of Quantity (5402). The Sales Rating with the highest Sum of Sales was Excellent and the Sales Rating with the highest Sum of Quantity was good.

Most Product Name were below 210,935.74 in Sum of Sales and below 1426 in Sum of Quantity.
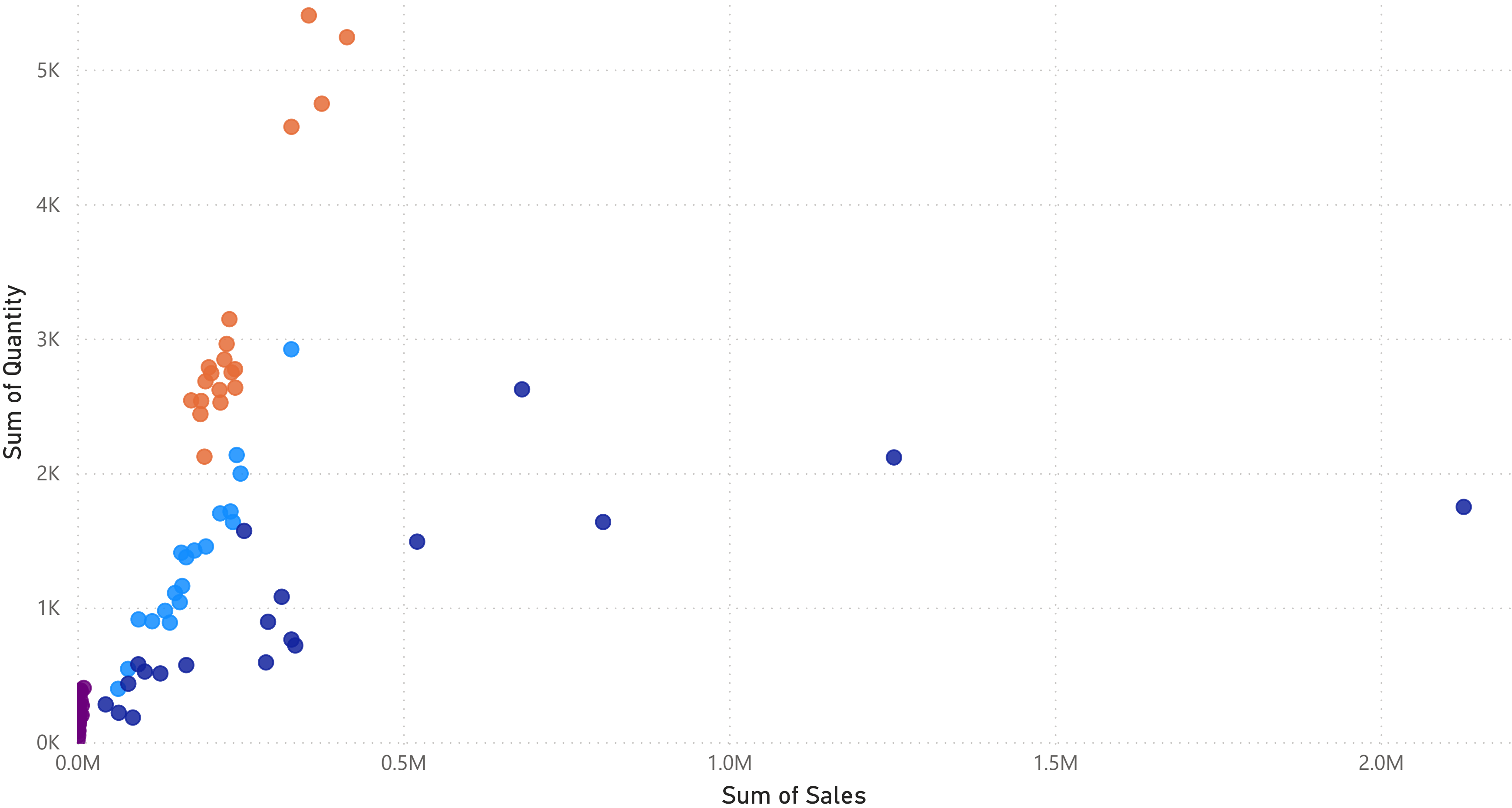
Detecting Anomalies in the Sum of Sales based on Delivery Dates

Sum of Sales by Delivery Date
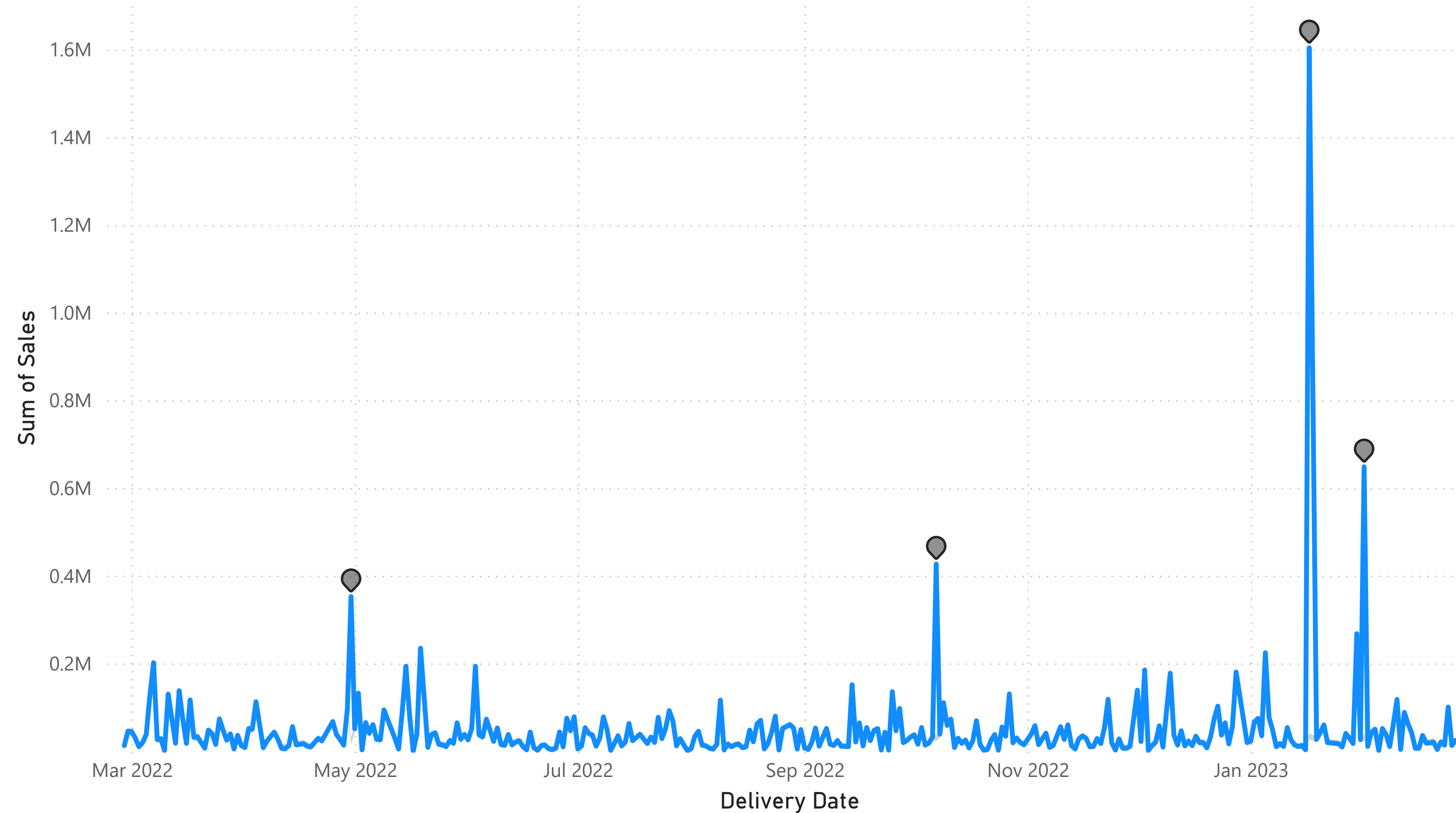
Analysis of Average Sales figures across different Product Categories and determining if they are above the Average Sales Target

Average_sale by Category Name

Average Sales Target: $450

Category Name
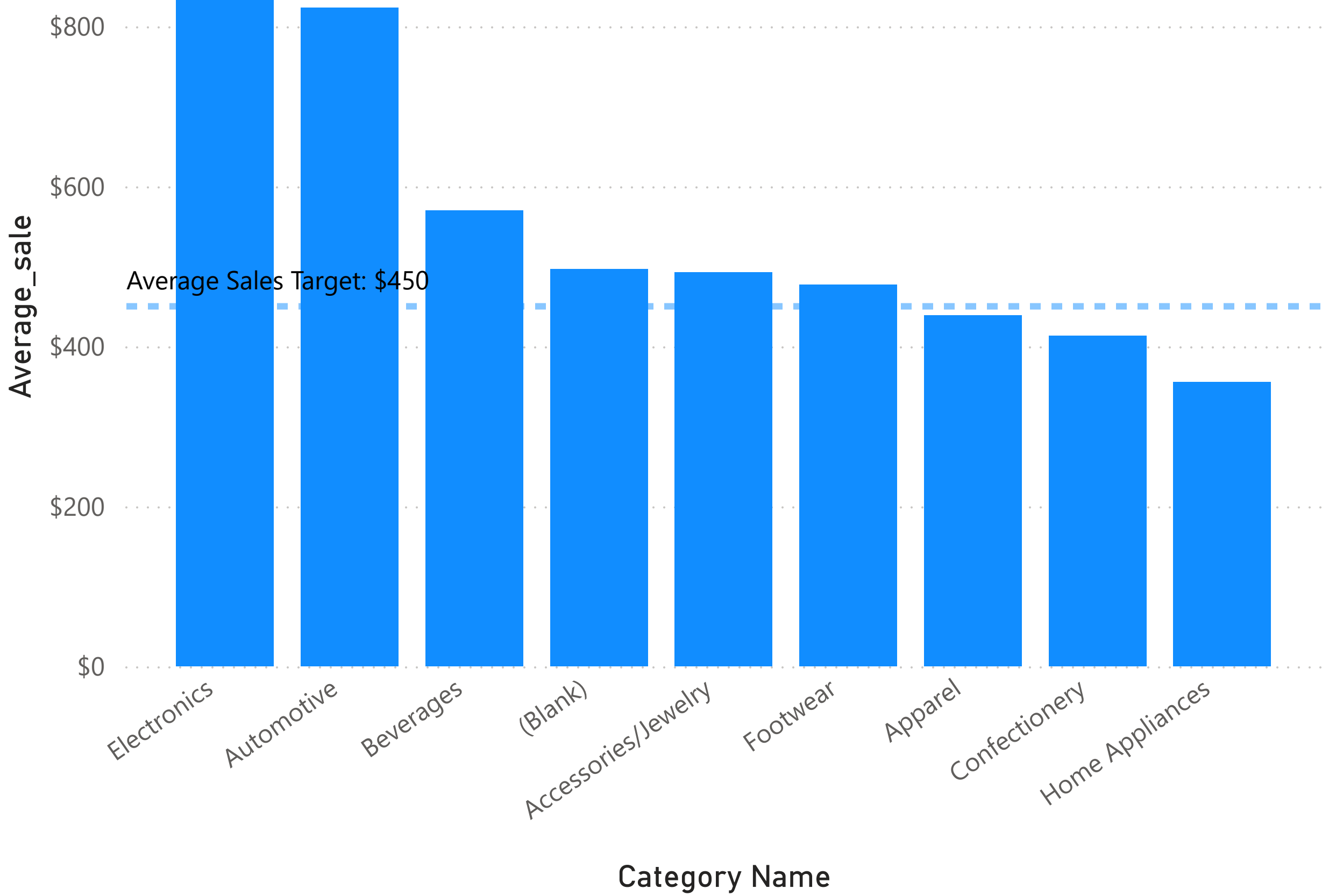
Sum of Quantity by Quarter
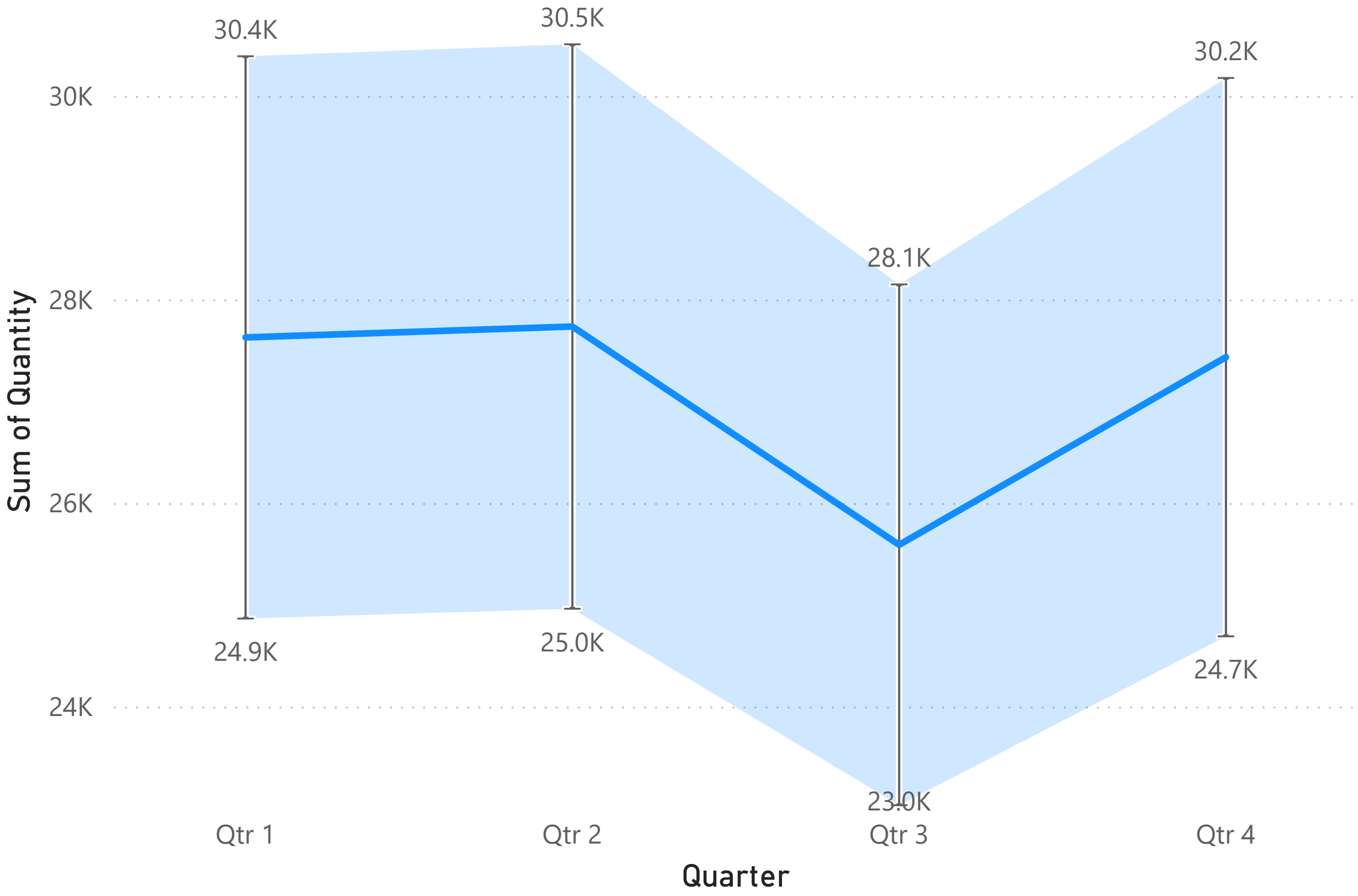
Sum of Sales by Country and Product Names with the most and least Sales

Samsung Galaxy

430,635.75
Sum of Sales

Aruba

127.87
Sum of Sales

Sum of Sales by Country

Country axis (top to bottom): China, Indonesia, Portugal, Philippines, Russia, Pakistan, Poland, Brazil, Thailand, Sweden

Sum of Sales axis: 0M, 2M, 4M
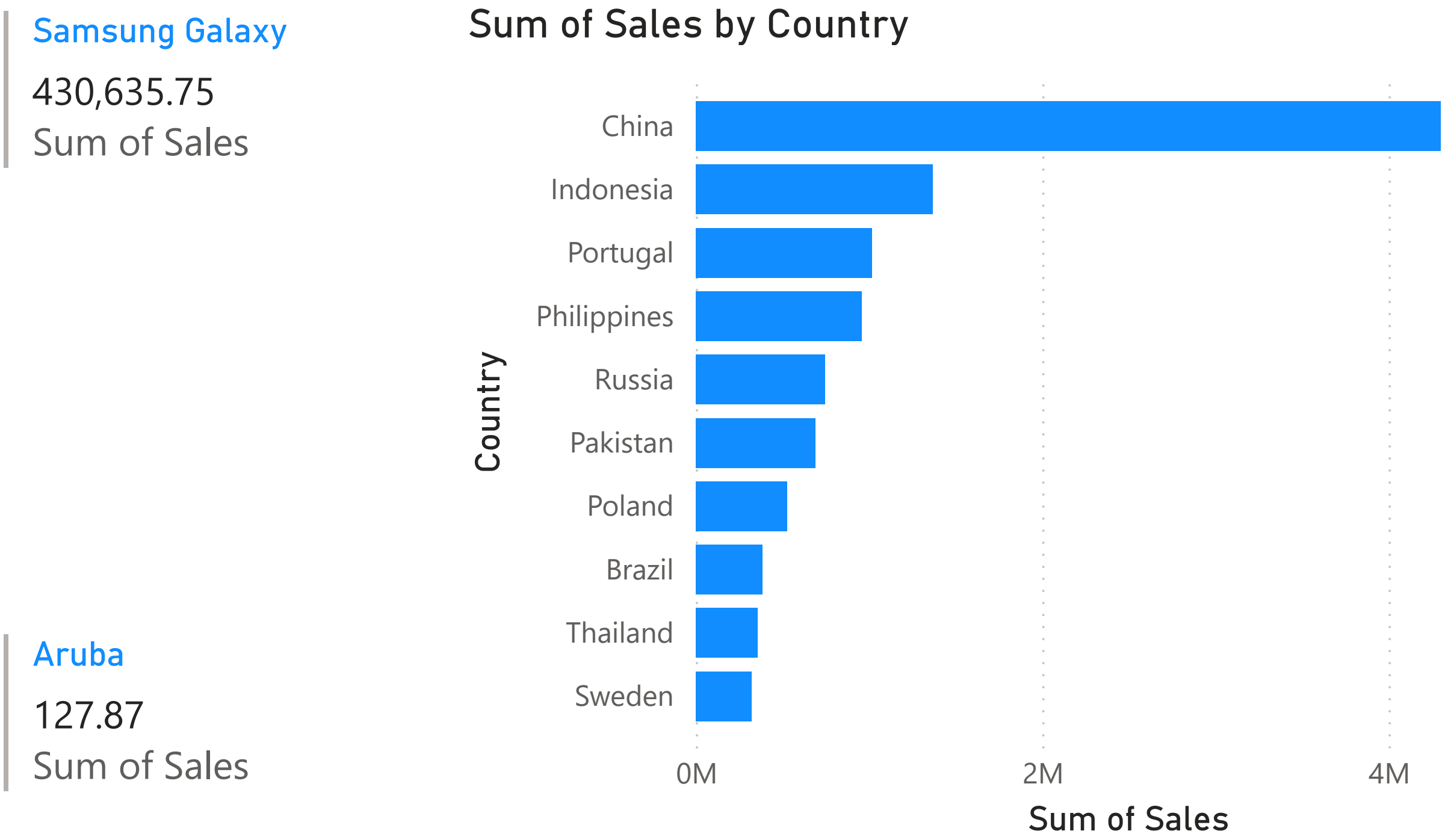
Identifying the key influencers of a good Sales Rating based on the Country where the Product is commercialized

Key influencers   Top segments 👍 👎

What influences Sales Rating to be [good ⌄] ?

When...	....the likelihood of Sales Rating being good increases by
Country is Tunisia	1.50x
Country is Finland	1.50x
Country is South Africa	1.50x
Country is Luxembourg	1.50x
Country is Jordan	1.50x
Country is Solomon Islands	1.50x

Decomposition tree of the Sum of Sales

Country ✕	Category Name ✕	Product Name ✕
China	(Blank)	

Sum of Sales
16,031,116.48

China
4,299,909.56

Indonesia
1,367,287.66

Portugal
1,017,363.32

Philippines
957,764.70

Russia
745,513.39

Pakistan
690,774.23

(Blank)
3,948,790.23

Electronics
141,874.77

Beverages
40,802.66

Automotive
39,057.92

Apparel
38,450.63

Confectionery
28,094.40

Microsoft Surface
1,884,617.98

Amazon Echo
505,251.53

Samsung Smart TV
227,870.65

Toyota Corolla
125,533.71

Nike Air Max
124,999.24

Apple iPhone
115,912.19