**Adventure Work Sales Analysis**

**Objective:**

To invent useful insights, I had applied a Time series analysis for specified year or month or date sales using that required action is implemented to develop or manage business on time. Simultaneously, Product and Customer (P&C) Analysis is taken to increase or decrease the inflation through sales by measuring all over the world.

**Dataset:**

Raw file -- [C:\Users\yasee\OneDrive\Desktop\Project\Excel Projects\Adventure work Excel Dashboard\Databases\AdventureWorks.xlsx](file:///C:\Users\yasee\OneDrive\Desktop\Project\Excel%20Projects\Adventure%20work%20Excel%20Dashboard\Databases\AdventureWorks.xlsx)

**Time Analysis:**

1. Total Quantity KPI,

* It represents sum of quantity sold and rate of percentage from Year-to-Date (YTD).
* Hence, it is dynamic according to years, months and geographical areas.
* The maximum quantity range is between 440 and 600.

1. Total Cost of Goods Sold (COGS) KPI,

* It deals with total raw materials sold which commonly known as COGS.
* It changes as per years, months and geographical areas accordingly.
* It prevents a rate of percentage from Year-to-Date (YTD).
* The rate is in increment but for 2008 decrement in COGS up to 0.11%.

1. Total Revenue KPI,

* It sums up the revenues plotted in every year and percent from YTD.
* Hence, it is dynamic according to years, months and geographical areas.
* The mean of revenue is aggregated till $307.09M.

1. Total Profit KPI,

* It evaluates sum of profit and percent from Year-to-Date (YTD).
* The value updates as per years, months and geographical areas accordingly.
* Maximum profit is from $50M and $130M.

1. Percentage of Profit Margin KPI,

* Calculated by sum of profit and dividing it by set of values.
* It is dynamic according to years, months and geographical areas.

1. Transactions KPI,

* It counts the transaction one by one in systematic order.
* It changes as per years, months and geographical areas accordingly.
* Total transactions are up to 60.40K

1. Trend Line,

* It prevents a trend line to highlight the highest profit or revenue or transactions.
* The value updates as per years, months and geographical areas accordingly.
* 67.1% of total profit came from every year

1. Time Series Dashboard,

* Monthly inflation is calculated and collectively among 30 – 60 percent.
* Weekdays contribution is evaluated up to 43.8% of total profit.
* Highest profit in weekdays than weekend at the rate of 28.0% (weekend).
* Quater, view of total profit is aggregated every year.
* Geographical slicers to filter by country.

**Detailed Analysis:**

1. Product Analysis,

* Top five profitable products are around 24.8 percent.
* Total products are 606 in that sold products are 158 and remaining is unsold products.
* Profitable product colours are black, red, and silver.
* Less expensive goes with high profitable products.
* Everything is dynamic as per years and geographical areas.

1. Customer Analysis,

* Top five daily customers are between 0.3 to 28.0 percent.
* Total customers are 14,484 with that average customer age is up to 45.
* In previous analysis, female sales are high similarly, here also female had mass collections over the year.
* Almost 50+ age group customers contributed a profit.
* United States and Australia contributed a 62.7% of total profit.
* The value changes as per years and geographical areas.

**Dashboard:**

Analysis file -- [C:\Users\yasee\OneDrive\Desktop\Project\Excel Projects\Adventure work Excel Dashboard\Sales Dashboard (version 1).xlsb.xlsm](file:///C:\Users\yasee\OneDrive\Desktop\Project\Excel%20Projects\Adventure%20work%20Excel%20Dashboard\Sales%20Dashboard%20(version%201).xlsb.xlsm)

**Conclusion:**

A dashboard and analysis provide a detailed insights of sales by Time, Product, and Customers with dynamic approach in effective manner.



