VEHICLE SALES INSIGHTS

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1 Project Idea

In the rapidly growing landscape of the motorcycling industries, we wanted to analyze sales data from the motorcycling product line across various regions and customer segments. By examining sales trends, customer behavior, and performance indicators, the project aims to provide actionable insights for optimizing sales strategies and enhancing revenue in the motorcycling market.

2 Tools and Technologies

EXCEL, TABLEAU PREP,JUPYTER LAB, PYSPARK, TABLUEA

3 High-Level Architecture - Block Diagram

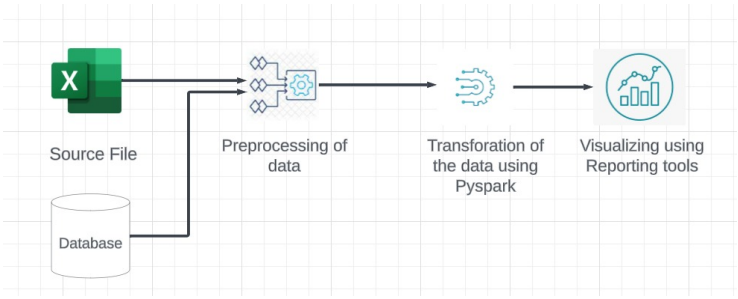

Figure 1: Architecture

4 Explanation for the above Architecture

This project analyses sales data from the motorcycle product line using a variety of digital technologies. Excel serves as the primary software for managing the source data, while data cleaning is conducted manually or through Tableau Prep to ensure data quality. Data transformation is facilitated by PySpark queries within JupyterLab, allowing for efficient data processing and preparation.Once the data is transformed, analysis is conducted using Tableau, a powerful reporting tool. Stakeholders obtain important insights into performance indicators, customer behaviour, and sales trends across several geographies and customer segments through interactive visualisations and user-friendly dashboards.

4.1 Goals of Our Project

1. Total sales revenue: Calculate the total sales revenue for the given dataset.
2. Top selling products: Identify the top-selling products based on the total quantity ordered.
3. Monthly sales trend: Analyze the monthly sales trend to identify any seasonal patterns.
4. Average sales per month
5. Sales performance by territory: Evaluate the sales performance in different territories.
6. Identify potential high-value customers: Identify customers who have made high-value purchases.
7. Analyze the sales trend over time to identify any seasonality or trends.
8. Calculate the CLV (Customer Lifetime Value) for each customer by considering the total sales made by the customer over the entire period.