



Sales Data Analysis: Trends, Profitability & Business Insights

NANDINI K.

Project Overview

- ▶ This project analyzes sales data to understand performance across **categories, sub-categories, states, months, profit trends, and top customers.**
- ▶ The objective is to identify **growth drivers, profitability patterns, and high-value customers** to support **data-driven sales and marketing decisions.**

Key Business Insights

1. Sales by Category

- Sales are **concentrated in a few key categories**.
- Some categories generate high sales but **lower profit margins**.

2. Sales by Sub-Category

- Certain sub-categories are **top contributors to revenue**.
- A few sub-categories show **consistent underperformance**.



3. State-wise Sales Performance

- A few states contribute **most of the total sales**, while others underperform.
- Sales concentration indicates strong regional markets.

4. Sales by Month

- Clear **seasonal trends** are visible in monthly sales.
- Peak months indicate **high demand periods**.



5. Profit by Month

- Profit fluctuates month to month, not always aligning with sales.
- Some months show **high sales but low profit**, indicating cost or discount impact.

6. Top 5 Customers

- Top 5 customers contribute a **significant portion of total revenue**.
- Revenue dependency on a few customers increases **business risk**.

Tool used

- ▶ **Excel** – Data cleaning and pivot analysis

Business Recommendations

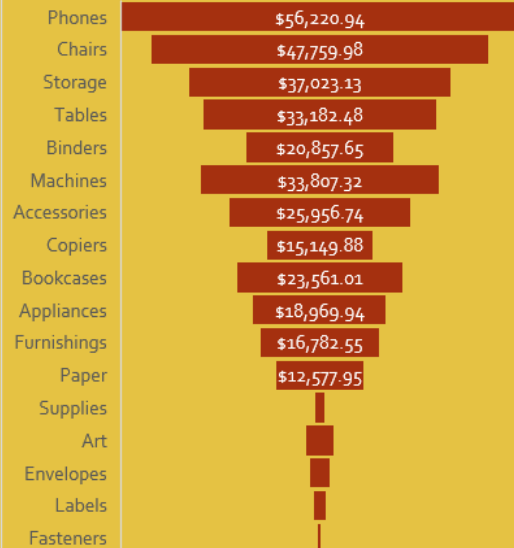
- Focus marketing and inventory planning on **high-performing categories and sub-categories**.
- Review pricing, costs, and discounts for **low-profit categories**.
- Plan promotions and stock levels around **high-sales months**.
- Control costs and discounting in months where **profit margins drop**.
- Strengthen relationships with **top 5 customers** through loyalty programs.
- Reduce dependency on a few customers by **acquiring new high-value customers**.
- Use monthly sales and profit trends for **forecasting and budgeting**.

Sales Data Analysis

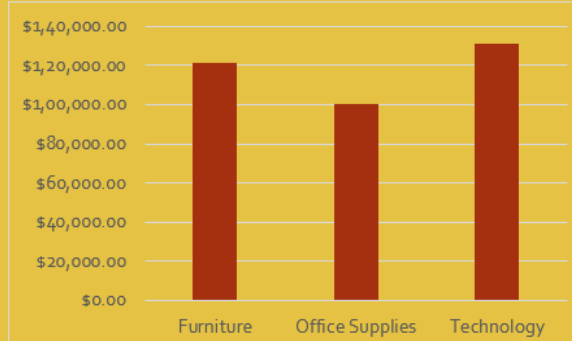
Month

1	2	3	4	5	6
7	8	9	10	11	12

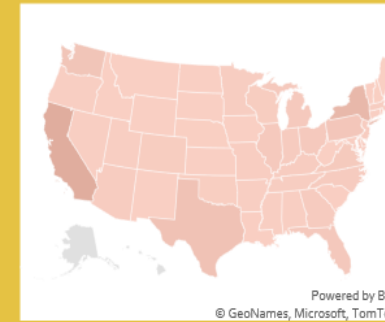
Sales by Sub-category



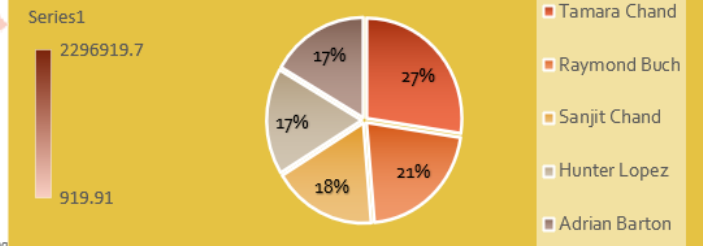
Sales by category



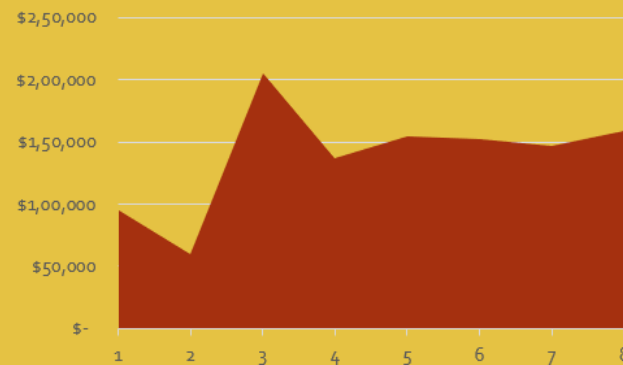
Sales by state



Profit by top 5 customers



Sales by month



Profit by month

