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| **Data Set: MakeUpFilter** |
| **Question / Problem**  Identify who was responsible for the most units sold of Eyeliner and Mascara in the west and mid west regions. For this sales person, compare which product was the best seller in total between 2019, 2020 and 2021. |
| **Variables:**   * Product variable – nominal (categorizes the products as Eyeliner and Mascara) * Salesperson variable – nominal (identifies the salesperson responsible for the sale) * Region variable – nominal (West, Midwest, for filtering by region) * Units Sold variable – numerical (quantifies the number of units sold) * Year variable – nominal (to filter and group by year) |
| **Techniques used:**  **Filters:**   * Filter by Product to include only Eyeliner and Mascara. * Filter by Region to include only West and Midwest regions. * Filter by Salesperson to identify the salesperson with the most units sold in the selected regions and products. * Filter by Year to break down the data by 2019, 2020, and 2021.   **Extractions:**   * Extracted the filtered data for Eyeliner and Mascara sold in the West and Midwest. * Identify the salesperson with the highest total untis sold   **Group Data**   * Created a Pivot Tabl.   Rows: Salesperson  Values: Sum of Units Sold   * Filtered the data for the identified top sales persona dna created a second Pivot Table   Rows: Product and Year  Values: Sum of Units Sold  **Visualisation**  Created a Clustered Bar Chart to show the yearly units sold for the filtered products by the top salesperson. |
| **Analysis and Visualisation:**  **Pivot Table showing the Sum of Each of the filtered products**  **A screenshot of a data  Description automatically generated**  **Pivot Table showing the top salesperson’s products sold by year**  **A screenshot of a computer  Description automatically generated**  **Clustered Bar Chart showing the top salespersons' products sold by the year**  **A screenshot of a graph  Description automatically generated**  Cici was the best seller of the filtered products. The chart shows which product outperformed the other in each of the years. |
| **Considerations:**   * Filters were applied to ensure the data only includes the relevant products (Eyeliner and Mascara) and regions (West and Midwest), excluding any sales outside of these categories. * The analysis focuses on units sold, not sales revenue, ensuring the number of products sold is the key measure rather than the monetary value. * Trends were analyzed over three years (2019-2021) to identify patterns in product performance over time. * The chart helps to quickly visualize which product dominated each year and highlights any trends |