CAMERA SALES ANALYSIS

Date
1/1/2021 12/1/2021

Product
| Camera 1 | Camera 2 | Camera 3 | Camera 4 | Camera 5 |

861K
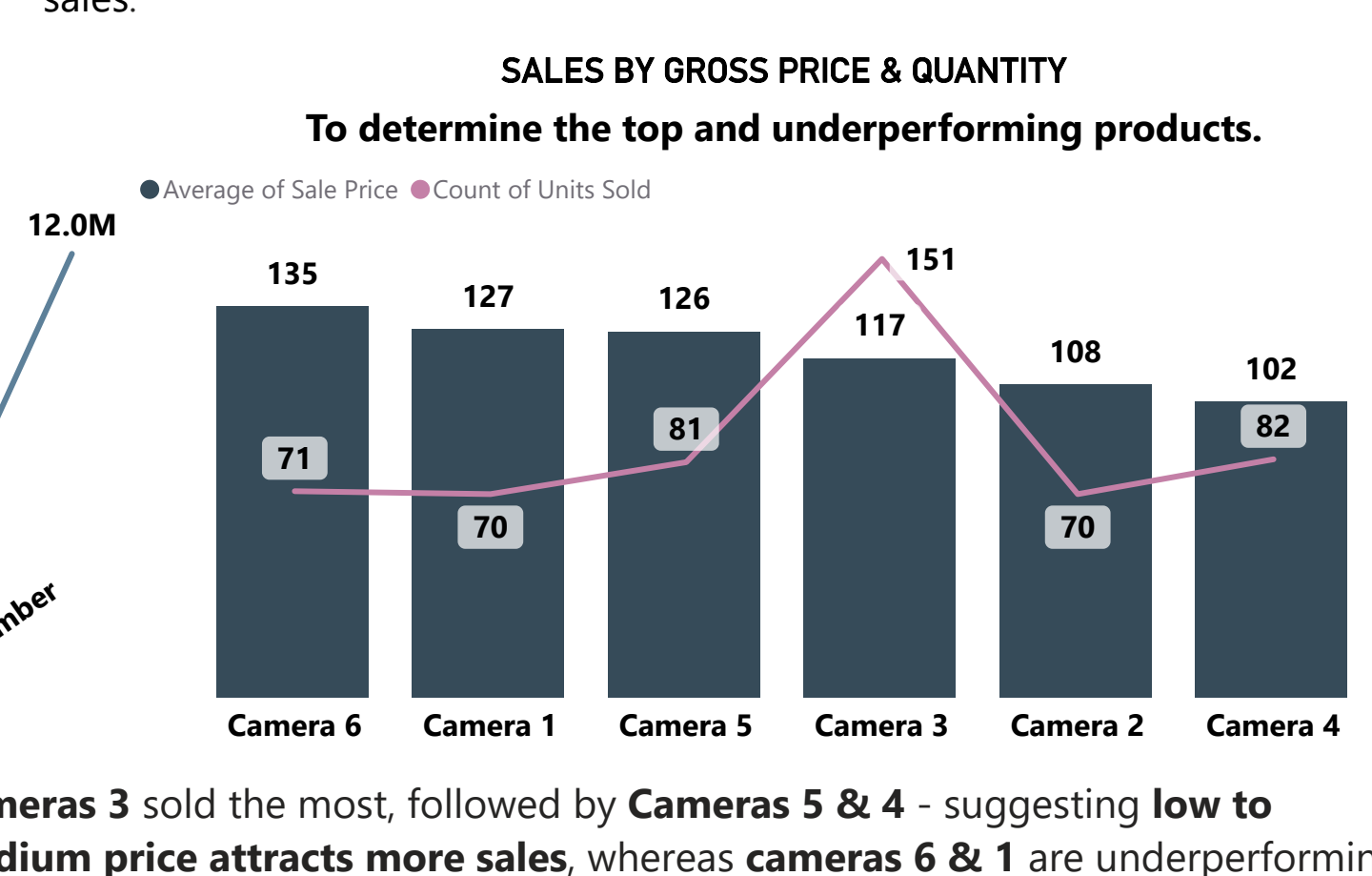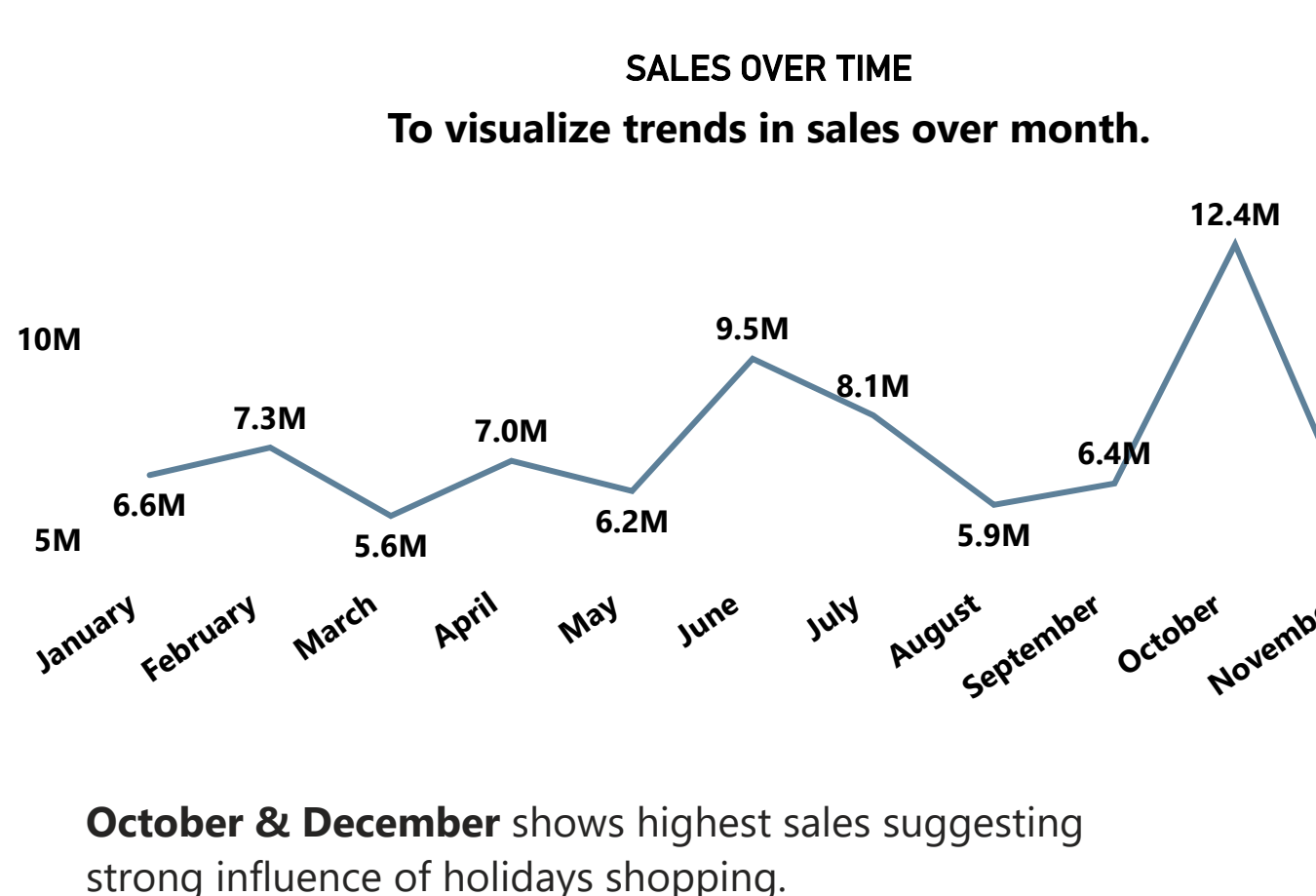Total Units Sold

Institutions
Top Buyer Type

13M
Sum of Profit

Country
| France | Germany | Greece | Italy | UK |

DISCOUNT BAND BY UNIT SOLD
To understand which bands attracts more customer

- High — 296K
- Medium — 287K
- Low — 200K
- None — 78K

High discounts leads to High sales suggests higher discount attracts more customers.

SALES & PROFIT BY PRODUCT
To compare sales across categories

Product	Sales	Profit
Camera 3	27M	3.7M
Camera 5	15M	2.2M
Camera 6	14M	2.0M
Camera 1	12M	1.8M
Camera 4	12M	1.7M
Camera 2	11M	1.7M

Camera 2, Camera 5 and Camera 6 generate more profits compared to sales.

SALES BY CUSTOMER SEGMENTS
To Understand sales proportion across buyer type

- MiniMarkets 14.26%
- Institutions 40.32%
- Resellers 14.54%
- SuperMarkets 15.41%
- Corporations 15.47%

Around **41%** of customers belongs to **institutions.**

SALES OVER TIME
To visualize trends in sales over month.

Month	Sales
January	6.6M
February	7.3M
March	5.6M
April	7.0M
May	6.2M
June	9.5M
July	8.1M
August	5.9M
September	6.4M
October	12.4M
November	5.4M
December	12.0M

October & December shows highest sales suggesting strong influence of holidays shopping.

SALES BY GROSS PRICE & QUANTITY
To determine the top and underperforming products.

● Average of Sale Price ● Count of Units Sold

Product	Count of Units Sold	Average of Sale Price
Camera 6	135	71
Camera 1	127	70
Camera 5	126	81
Camera 3	117	151
Camera 2	108	70
Camera 4	102	82

Cameras 3 sold the most, followed by **Cameras 5 & 4** - suggesting **low to medium price attracts more sales**, whereas **cameras 6 & 1** are underperforming.

SALES BY REGION
To visualize sales distribution across Country

UK, Germany, France, Italy, Greece

Microsoft Bing — Earthstar Geographics SIO, ©2025 Microsoft Corporation

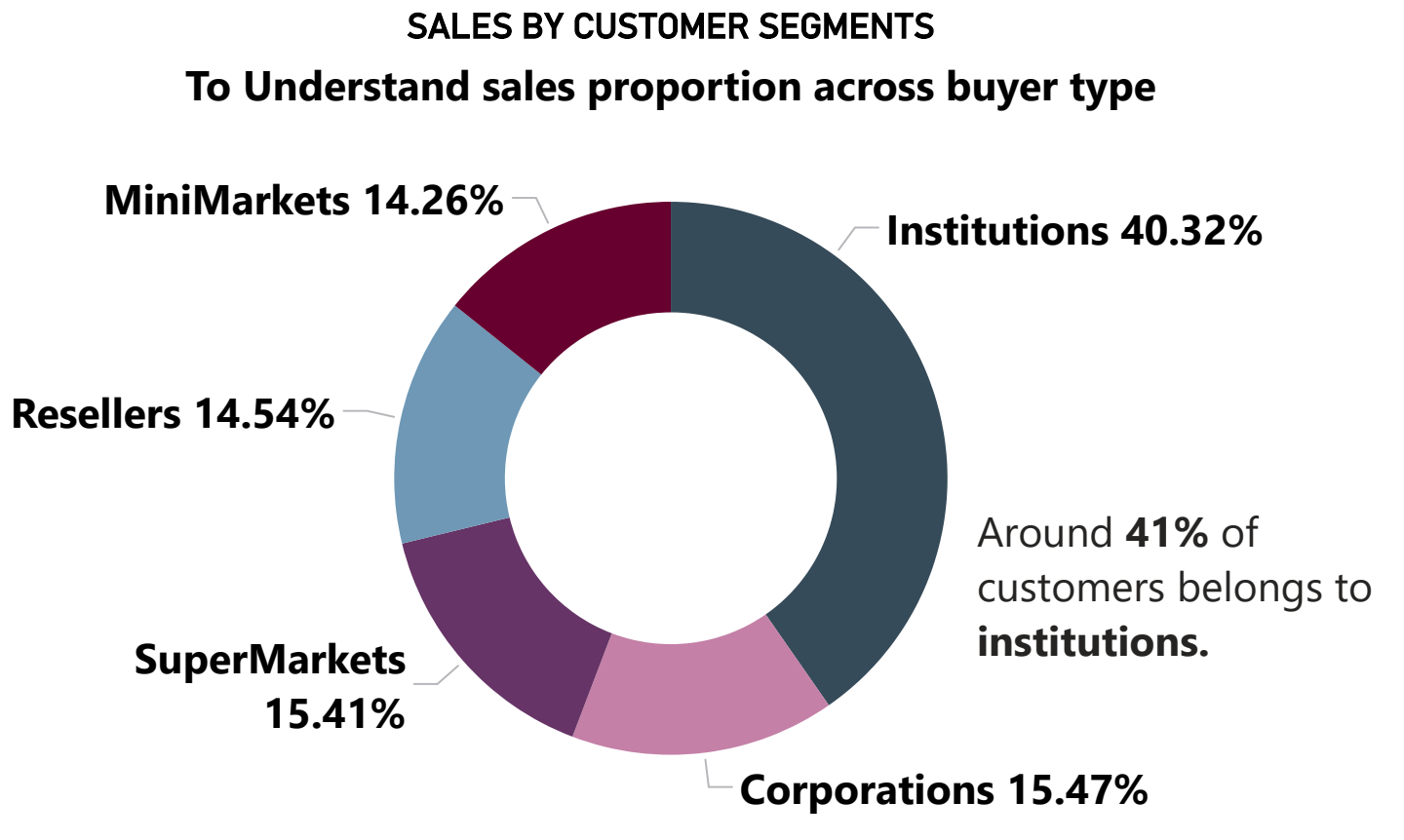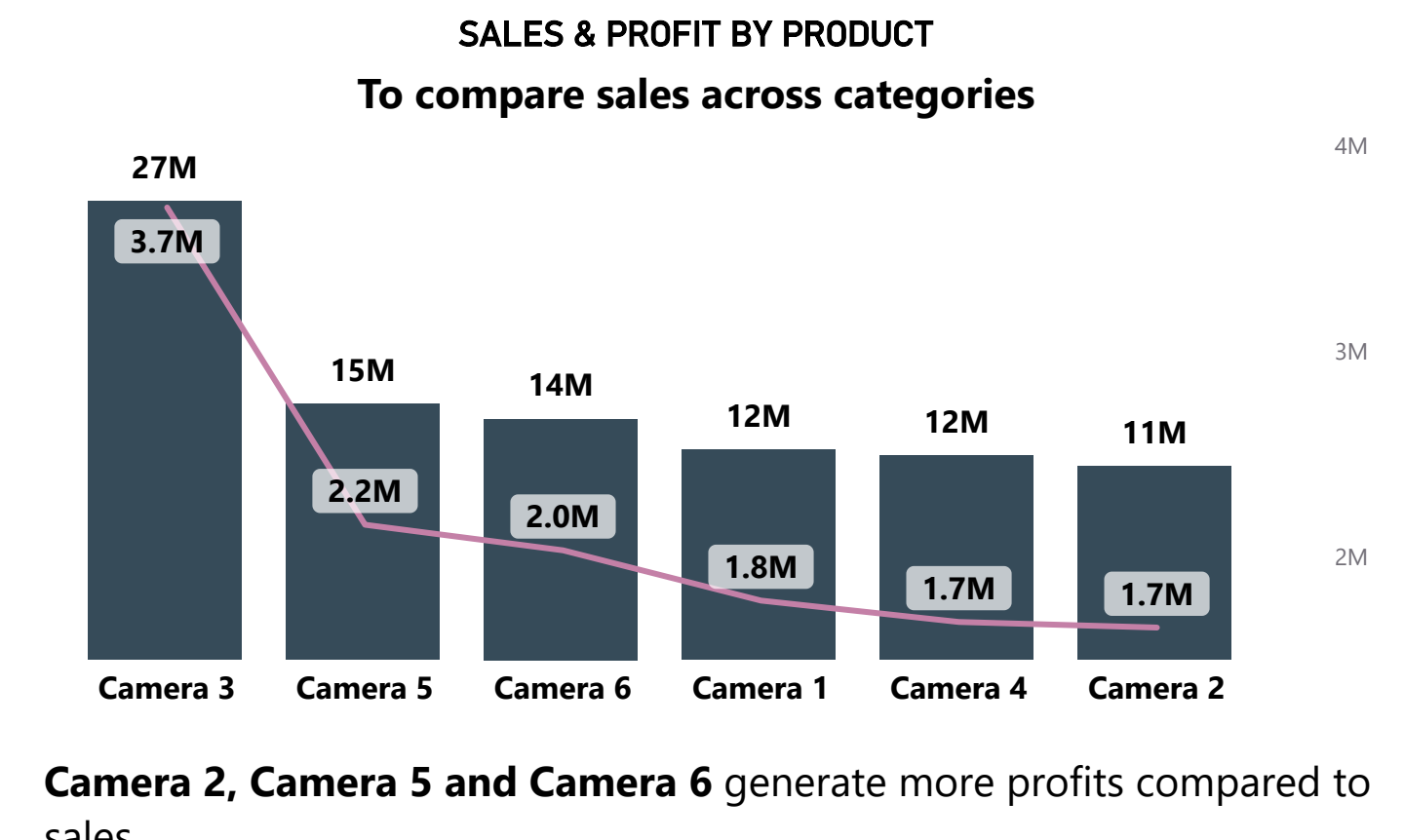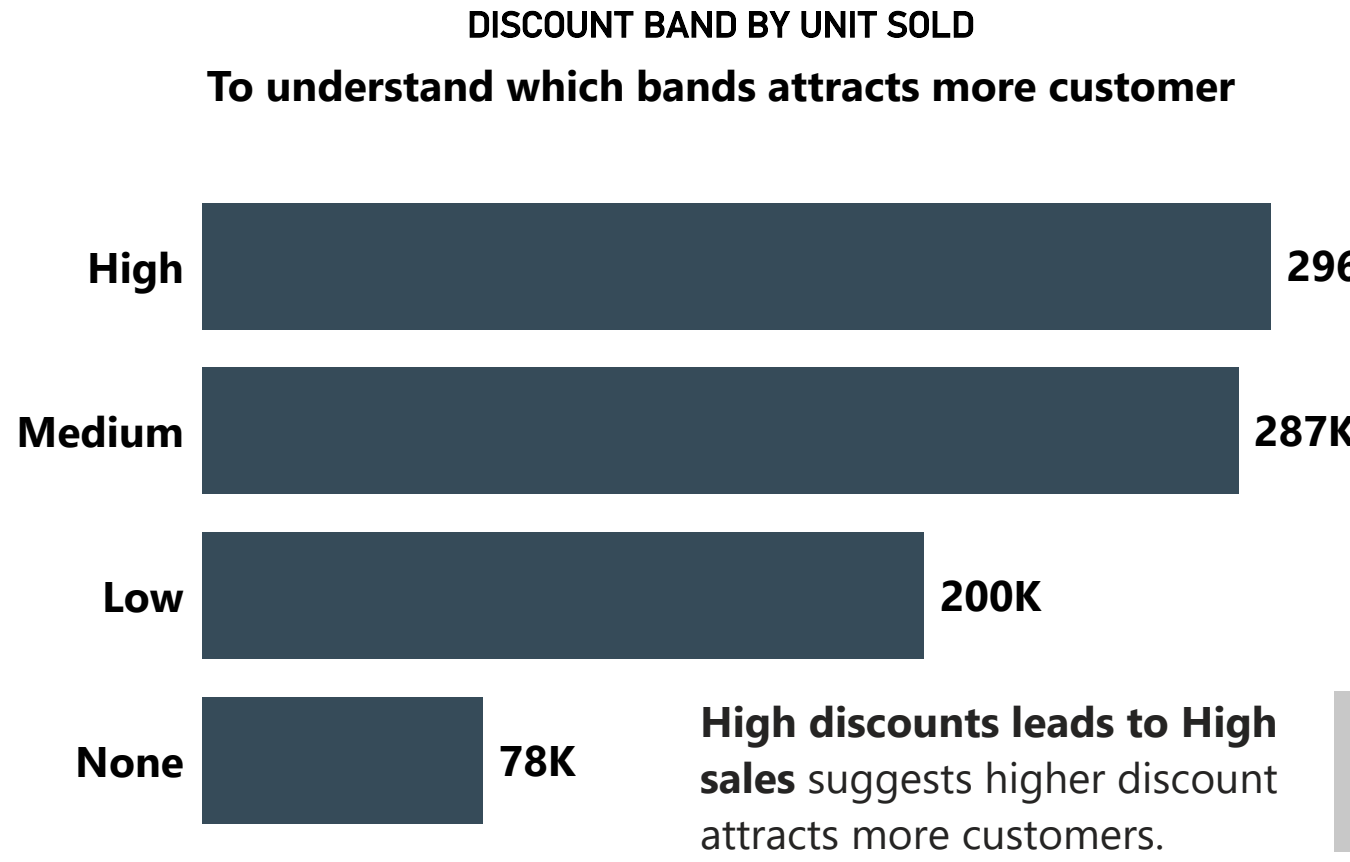**UK & France** has the highest sales volume .There's concentration in **Western & Central Europe.**

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.