# BUDGET SALES ANALYSIS

# What is Budget Sales Analysis?



- ✓ This Budget Sales analysis will examine the budget data of “Adventure Works” Database.
- ✓ The goal is there to create a dashboard that will measure the company performance.
- ✓ It will focus majorly on the sales of different categorical products in different territorial region .
- ✓ The sales in year 2016 in all twelve months.

# Databases used!!



- ✓ Budget database
- ✓ Adventure Works
  - ✓ Sales
  - ✓ Customers
  - ✓ Products
  - ✓ Territory

## Budget Database

- ✓ Category
- ✓ Sub-Category
- ✓ Product Name
- ✓ Product Key
- ✓ Sales from Jan2016 to Dec2016

## Adventure Works: Products

- ✓ Category
- ✓ Sub-Category
- ✓ Product Name
- ✓ Product Key
- ✓ Colour
- ✓ Standard Cost
- ✓ List Cost
- ✓ Product Line

## Adventure Works: Territory

- ✓ Sales Territory Key
- ✓ Region
- ✓ Country
- ✓ Group

## Adventure Works: SALES

- ✓ Product Key
- ✓ Customer Key
- ✓ Promotion Key
- ✓ Sales Territory Key
- ✓ Order Quantity
- ✓ Unit Price
- ✓ Total Product Cost
- ✓ Sales Amount
- ✓ Tax Amount

## Adventure Works: Customers

- ✓ Customer Key
- ✓ Full Name
- ✓ Birth Date
- ✓ Martial Status
- ✓ Number of Children
- ✓ Number of Cars Owned
- ✓ Yearly Income
- ✓ Gender
- ✓ Education
- ✓ Occupation
- ✓ House Owned Flag

# GLANCE OVER THE DATA

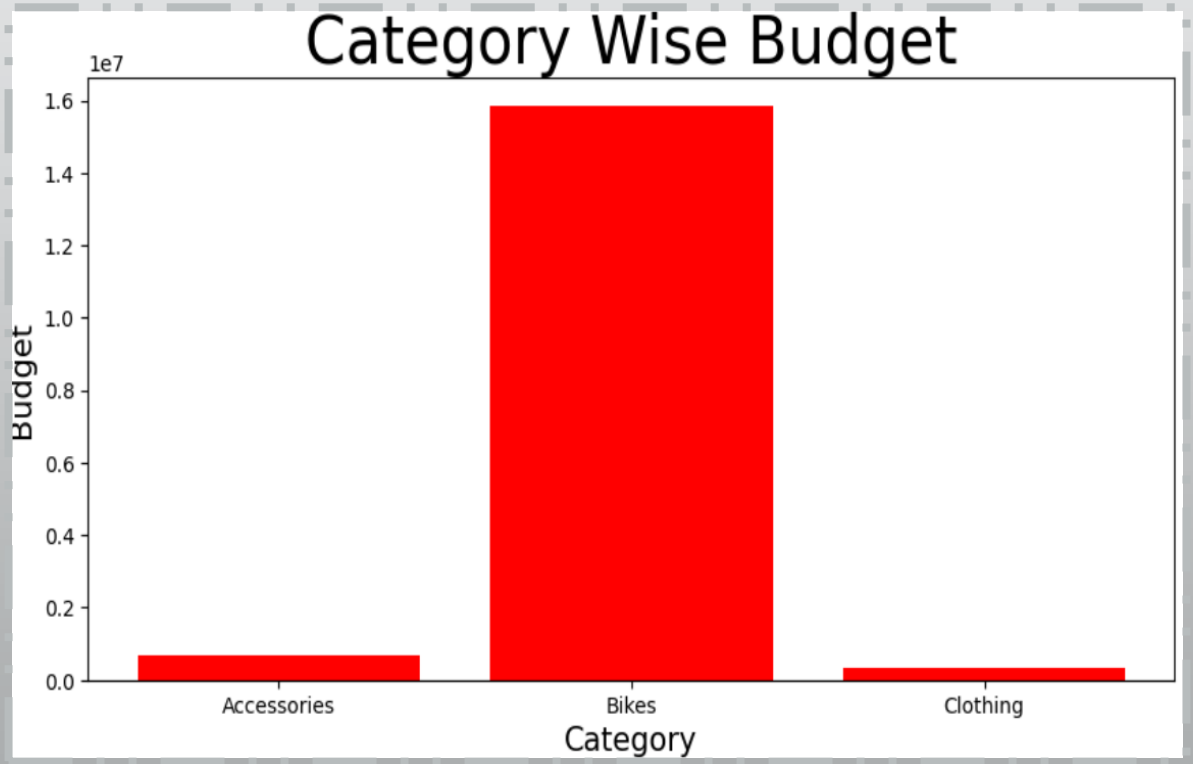


- ✓ There are total **11 Territories** under North-America, Europe and Pacific group.
- ✓ Sales data of **3 Categories** – Accessories, Bikes and Clothes of year 2016.
- ✓ Customer Details with unique Customer Key.
- ✓ Product List sold along with customer key and **tax details** during sale.

# Category wise budget sales

## 2016





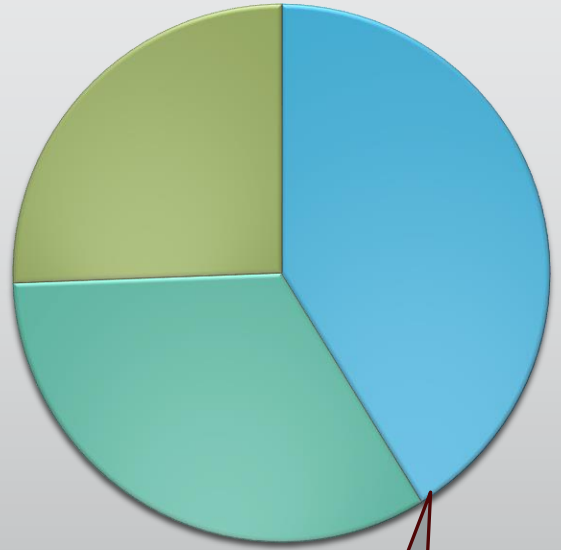

According to the analysis:

- ✓ Bikes has the highest sale in 2016 while
- ✓ Clothing has the lowest sales.

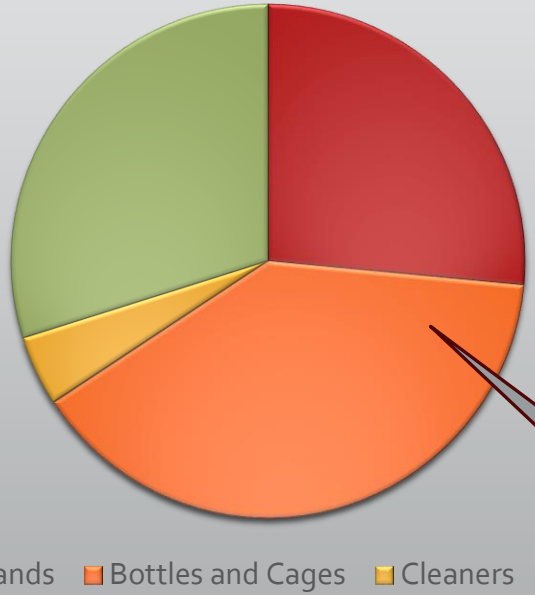
# Sub-Category wise budget sales



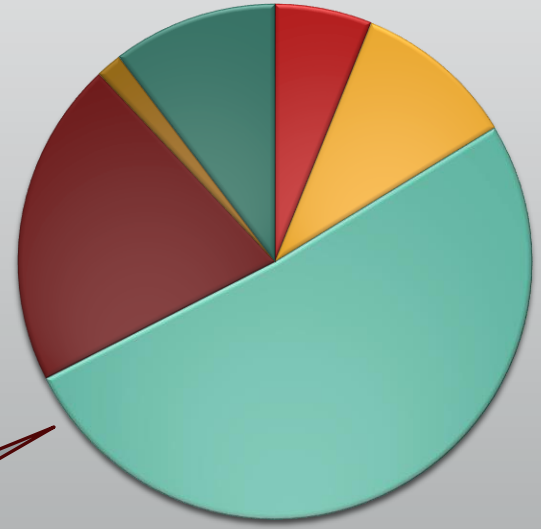
**Bikes...**




**Accessories...**




**Clothing...**




**Maximum Sales**

- ✓ Mountain Bikes
- ✓ Bottles and Cages
- ✓ Jerseys

→ 477, 344, 226 } Product Key

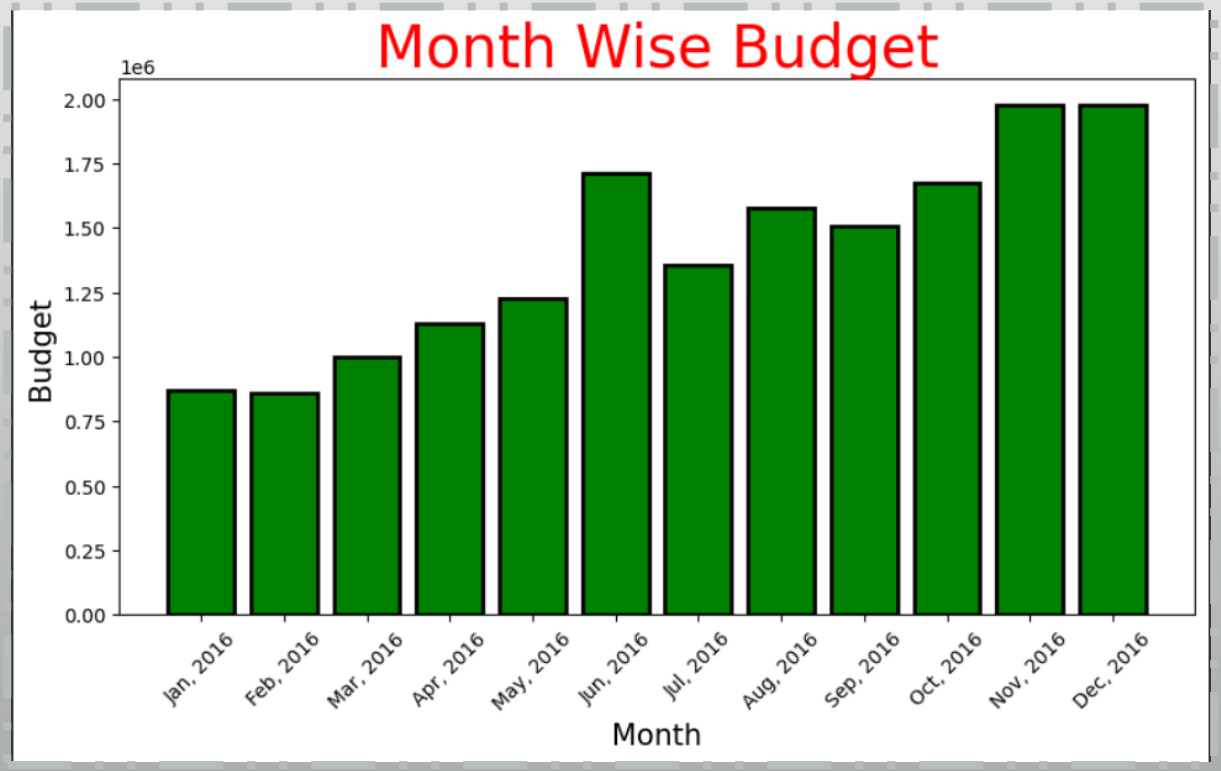
# Territory Wise sales

- ✓ Maximum number of orders came from **Region 9 –> 20140 orders.**
- ✓ Minimum number of orders came from **Region 2–> 35 orders.**
- ✓ Average orders are between 8000 to 9500

# Monthly Analysis

## 2016






According to monthly analysis of 2016, highest sales/budget happen in month **November and December**

While

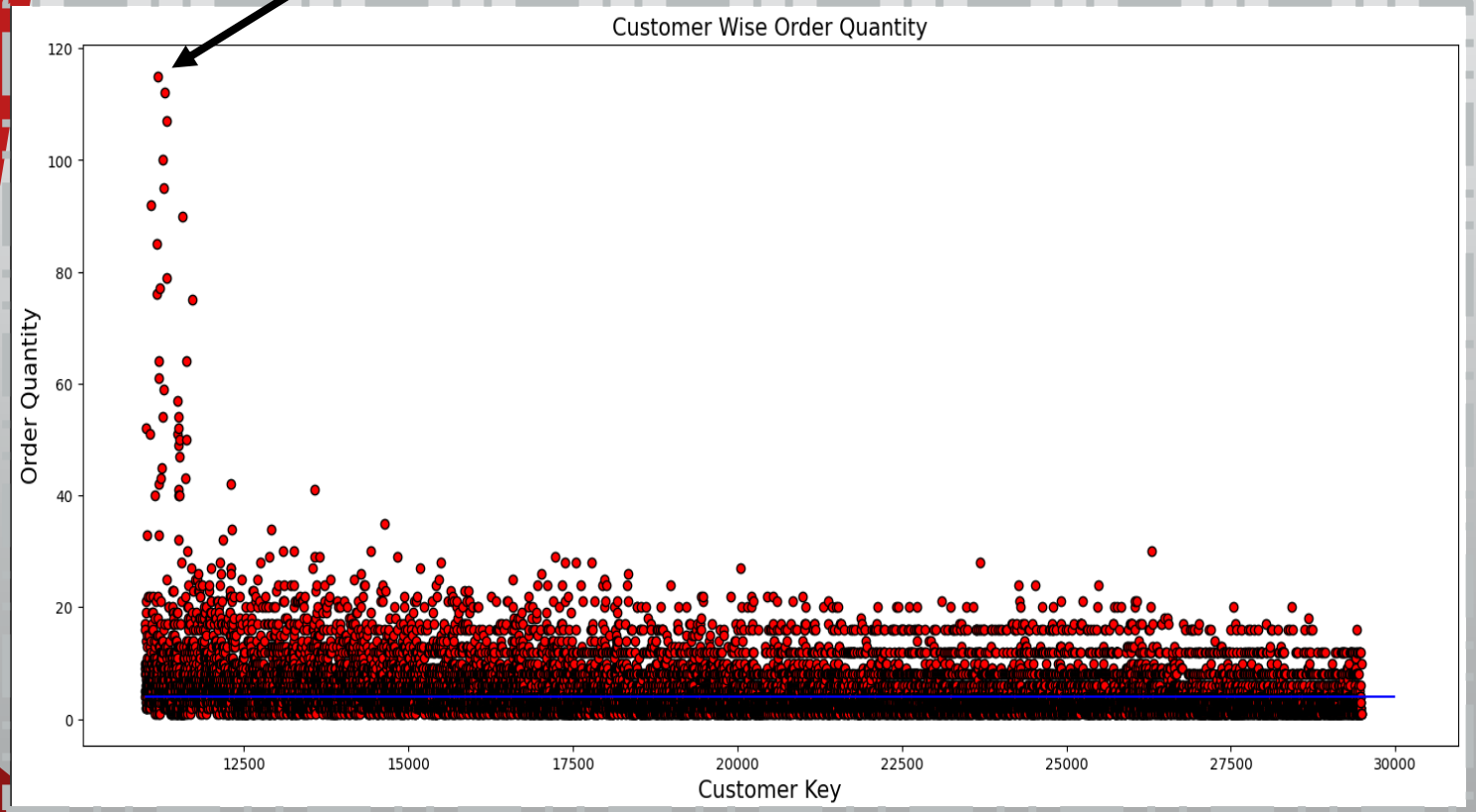
Lowest sales/budget happen in **month January and February.**

# Customer Analysis

Highest Orders were from customer with following details:

AVERAGE OF ORDERS IS 4.





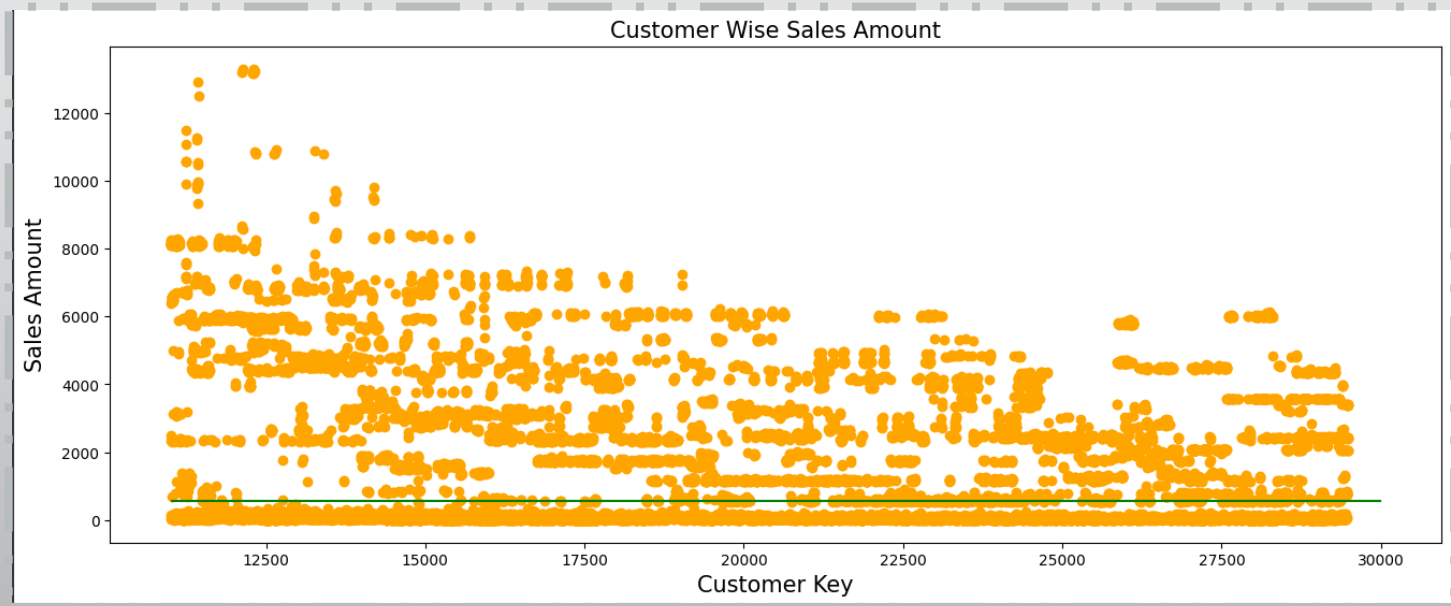

- ✓ Customer Name: Griffin Jason
- ✓ Martial Status: Married
- ✓ Gender: Male
- ✓ Yearly Income: 70000
- ✓ Occupation: Management

# Customer Analysis



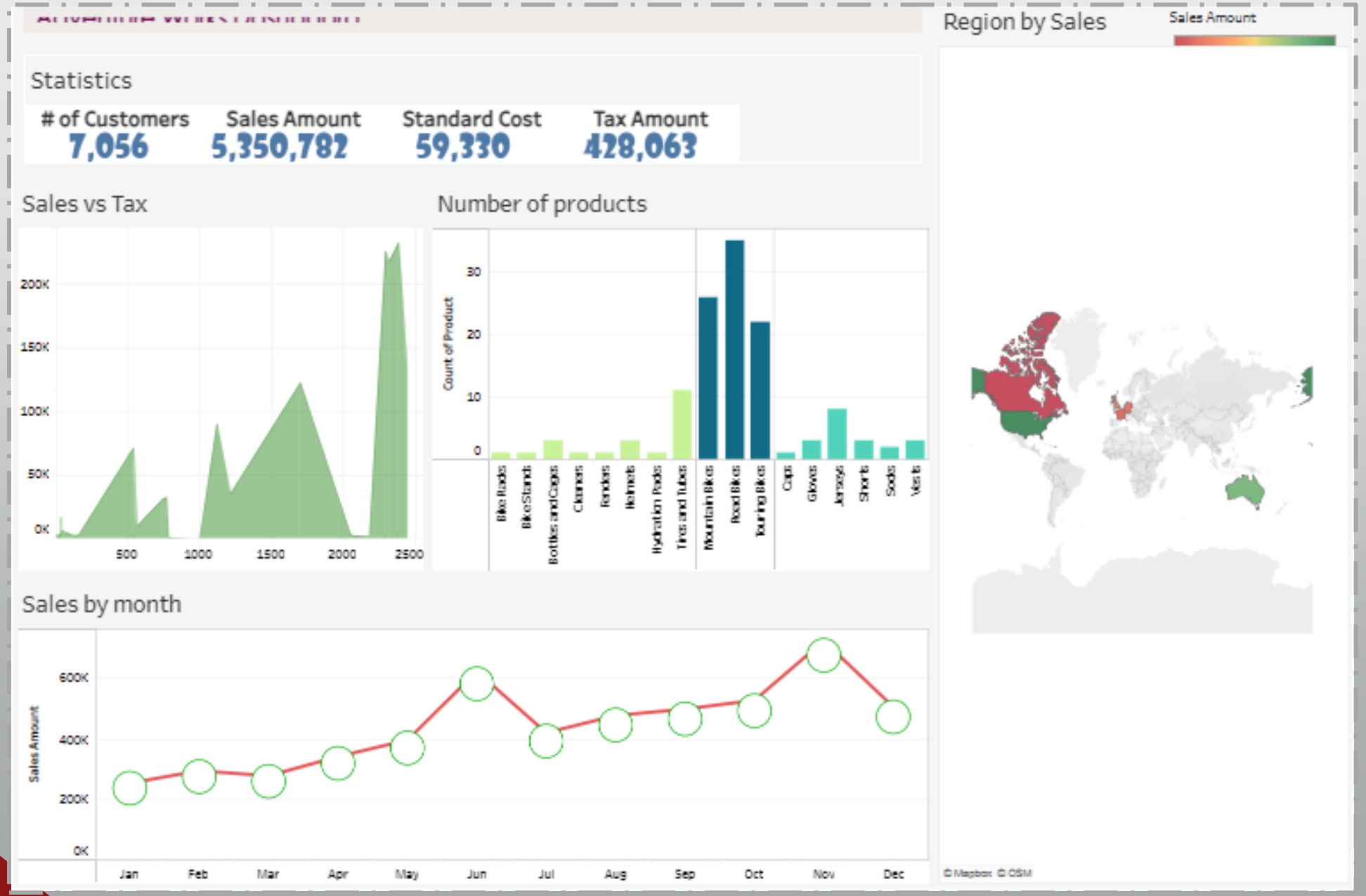
Highest Sales-Amount was from customer with following details:

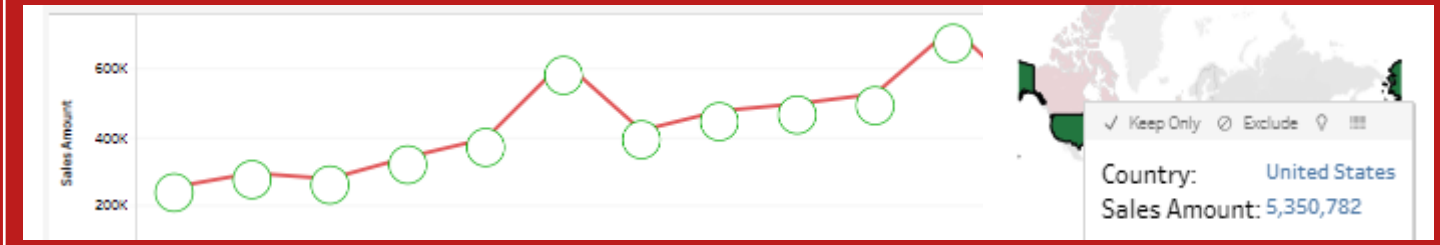
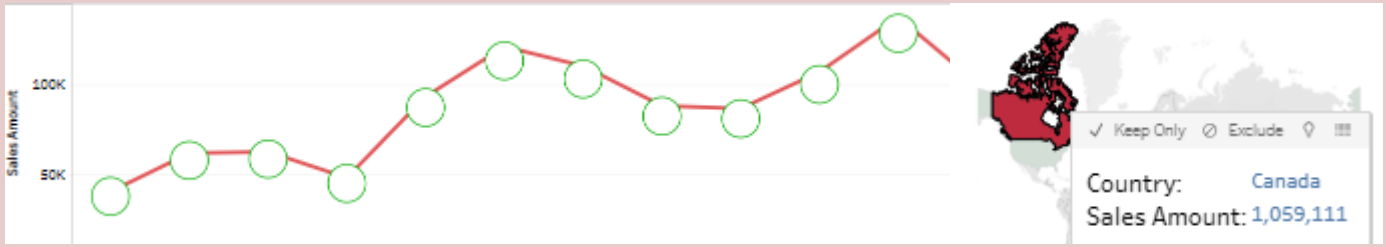
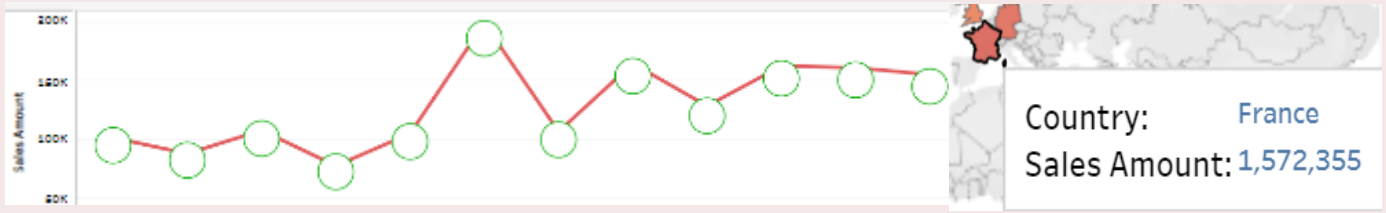
AVERAGE OF SALES AMOUNT IS 548.98.




- ✓ Customer Name: Nara Nichole
- ✓ Martial Status: Single
- ✓ Gender: Female
- ✓ Yearly Income: 100000
- ✓ Occupation: Management
- ✓ Number of Cars Owned: 4

# DASHBOARD


Statistics
# of Customers
7,056
Sales Amount
5,350,782
Standard Cost
59,330
Tax Amount
428,063
Sales vs Tax
200K
150K
100K
50K
0K
500
1000
1500
2000
2500
Number of products
Count of Product
30
20
10
0
Bike Racks
Bike Stands
Bottles and Cages
Cleaners
Fenders
Helmets
Hydration Packs
Tires and Tubes
Mountain Bikes
Road Bikes
Touring Bikes
Caps
Gloves
Jerseys
Shorts
Socks
Vests
Sales by month
Sales Amount
600K
400K
200K
0K
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
Region by Sales
Sales Amount
© Mapbox © OSM

| | |
|---|---|
| **Region: United States** |  |
| Region: Canada |  |
| Region: France |  |

| | |
|---|---|
| **Region: Germany** | |
| Region: United Kindgdom | |
| Region: Austratlia | |

# Conclusion

- ✓ The customer with highest sales order own 4 cars and have 100000 income i.e., financial stable customer and buy good quality product
- ✓ The customer with highest orders have average earning.
- ✓ Australia is the biggest customer among all regions in 2016.
- ✓ Average of sales around 548 while average of orders is 4.
- ✓ November and December are the months with highest sales in 2016
- ✓ Bikes are most expensive with highest sales and highest orders products.

# Thank You