

# Case Study: Sales Target

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# Business Understanding & Overview

An ABC company has the sales data for the last 3 years and they want to analyze it now.

There is a Dimension Data where there is the list of companies and their Line of Business. There are 3 years of sales data. There is also a Target Data.

So, We have to find:

- 1) Sales over Time
- 2) Sales for various Products
- 3) Manager wise analysis
- 4) Customer coverage across various Locations
- 5) Target Analysis

# Understanding the data

- Actual sales and Target sales of some of the salesperson's is missing. So, we have to put data as it is. Because we don't know that the data is really missing or the salesperson didn't get any sales.
- Target sales for year 2019 is not given.
- So, we have to make two tables. 1st table for all year's actual sales (excluding target sales column of year 2017 and 2018) and 2nd table only for two years (2017 and 2018) actual and target sales.

# Analysis

Let's do some analysis based on following categories.

- Overall analysis (including manager wise analysis)
- Actual vs Target sales analysis

# Overall Analysis

Top Salesperson Acc. to Actual sales and Top Salesperson Acc. to Qty. Items

Findings:

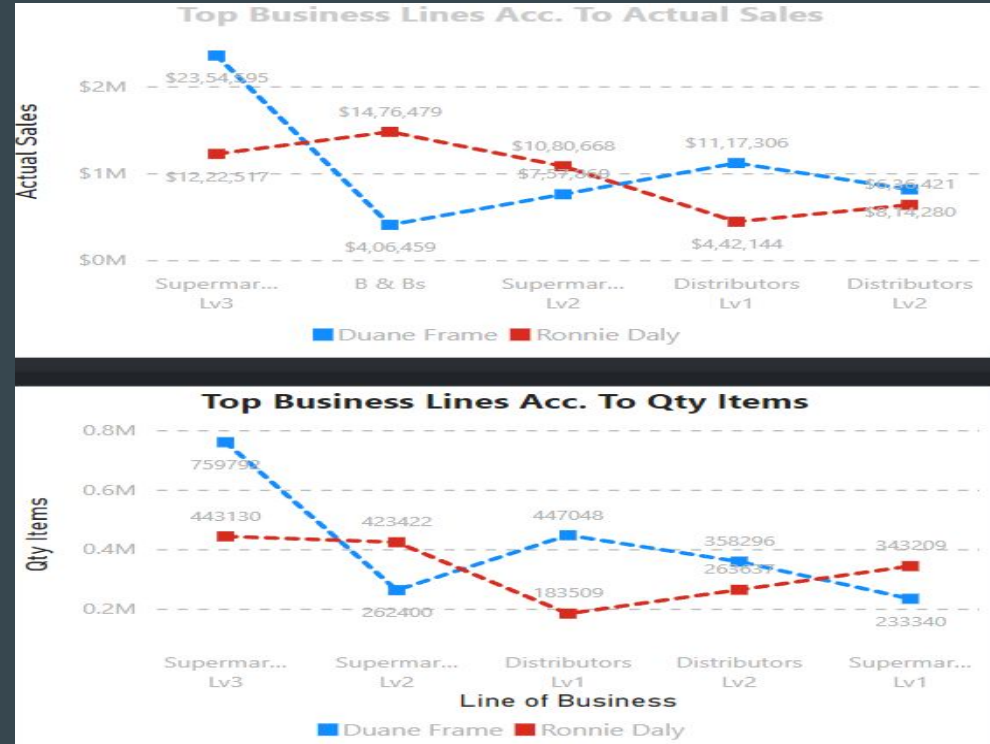
- Sahil Seymour and Shakil Durham got maximum sales and sold maximum no of items.



# Top Business lines Acc. to Actual sales and Top Business lines Acc. to Qty. Items

## Findings:

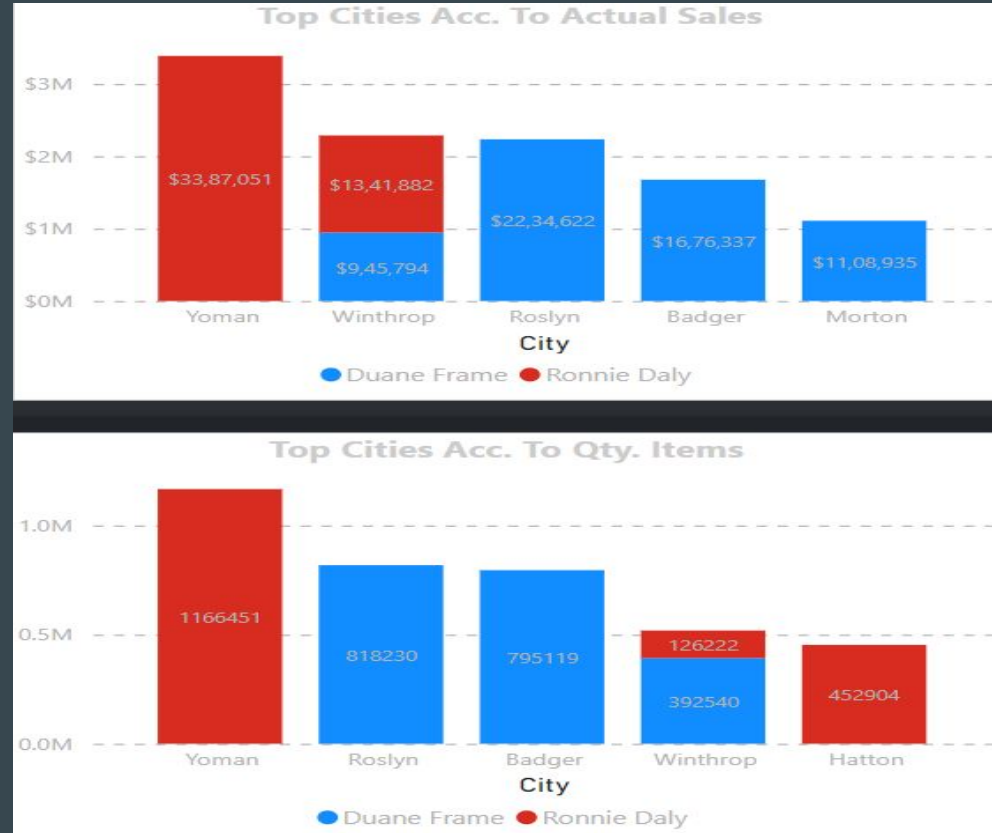
- Maximum sales are from Business lines - Supermarkets Lv3 and B & B's respectively
- Maximum no. of items are sold to business lines- Supermarkets Lv3 and Supermarkets Lv2 respectively



## Top Cities Acc. to Actual sales and Top Cities Acc. to Qty. Items

### Findings:

- Cities- Yeoman, Winthrop and Roslyn contributed maximum in total sales.
- Maximum no. of items are sold in cities- Yeoman, Roslyn and Badger respectively.



## Top Companies Acc. to Actual sales and Top Companies Acc. to Qty. Items

### Findings:

- Maximum sales came from companies like- Dragon walk, Red beat and Prophecy lighting respectively.
- Maximum no. of items were sold in companies- Yeoman, Roslyn and Badger respectively.

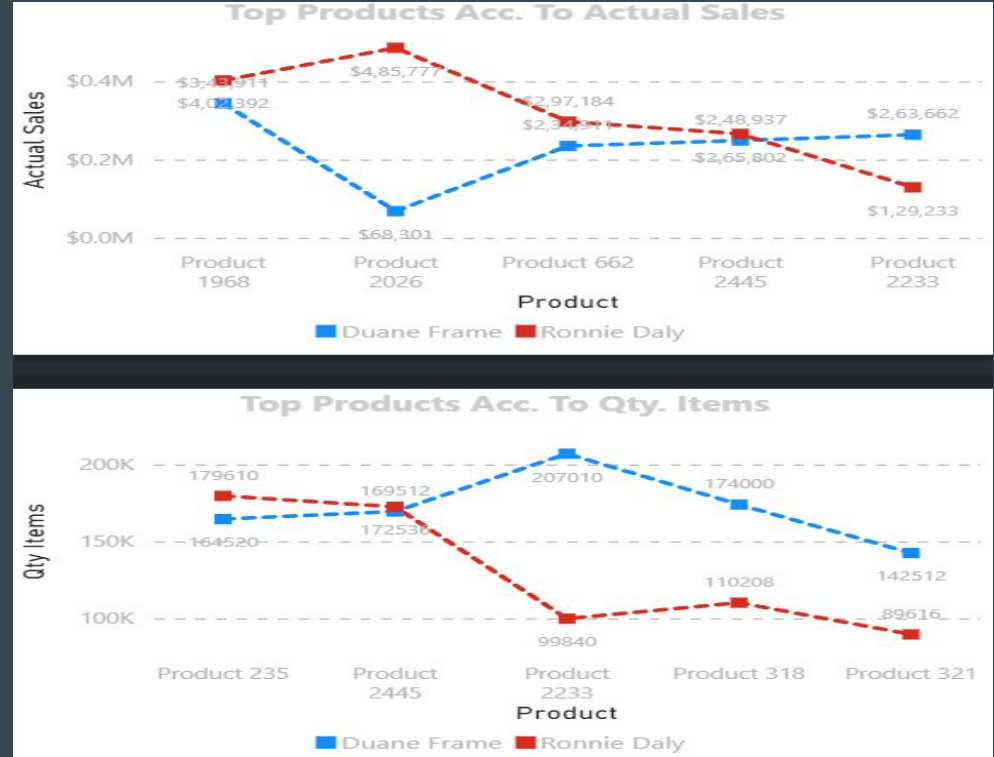




# Top Products Acc. to Actual sales and Top Products Acc. to Qty. Items

## Findings:

- Product 1968, Product 2026 and Product 662 giving maximum sales.
- Product 235, product 2445 and Product 2233 are popular among customers.



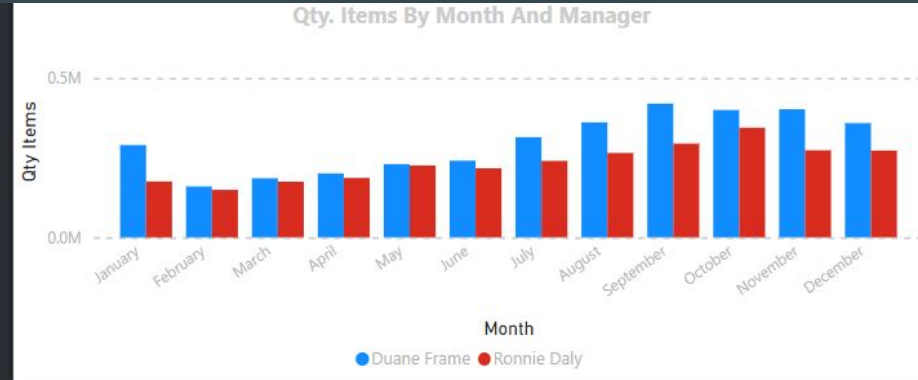
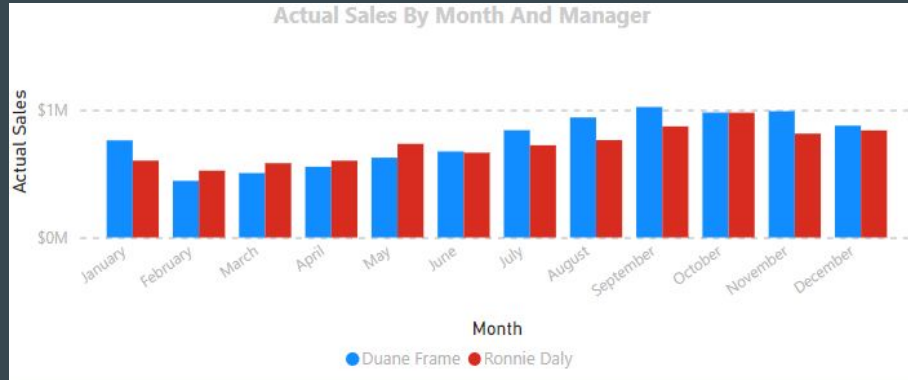
# Top Groups Acc. to Actual sales and Top Groups Acc. to Qty. Items

## Findings:

- Groups like- Wheat flours, Yeast and Oils giving maximum sales as well as they are being sold in large quantities.



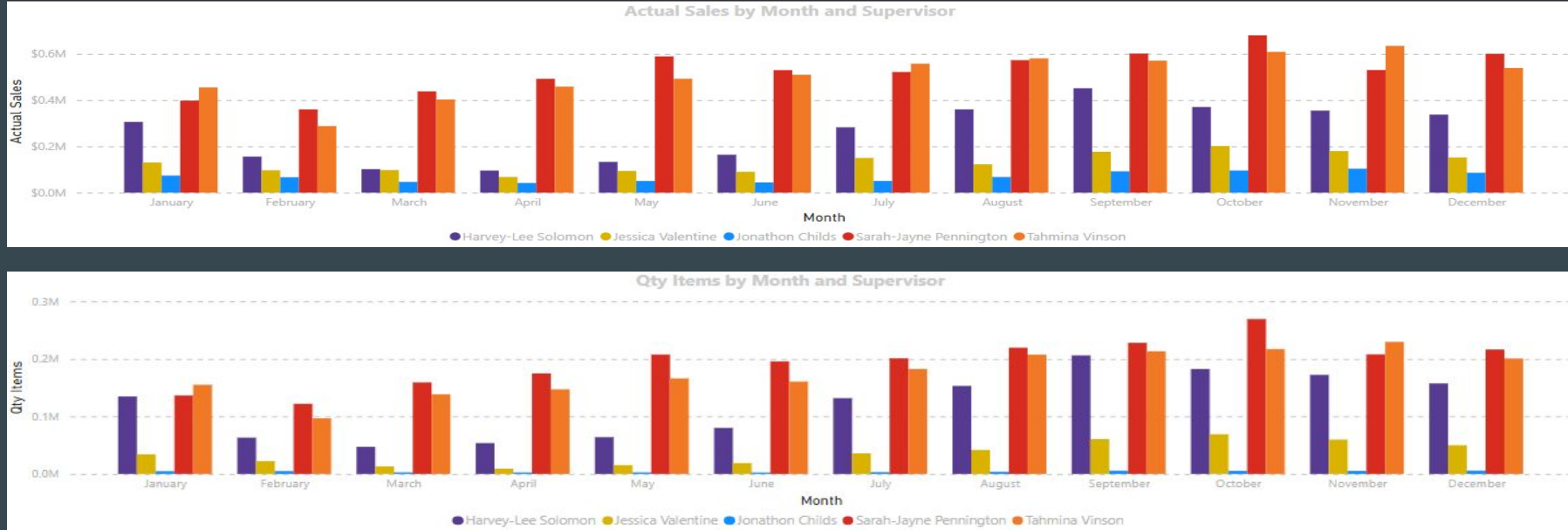
# Actual sales by Month and Manager and Qty. Items by Month and Manager



## Findings:

- Sales and total quantity of items sold is maximum in the last two quarter of year.
- Under management of Duane Frame, maximum sales happened and maximum items are sold.

# Actual sales by Month and Manager and Qty. Items by Month and Manager



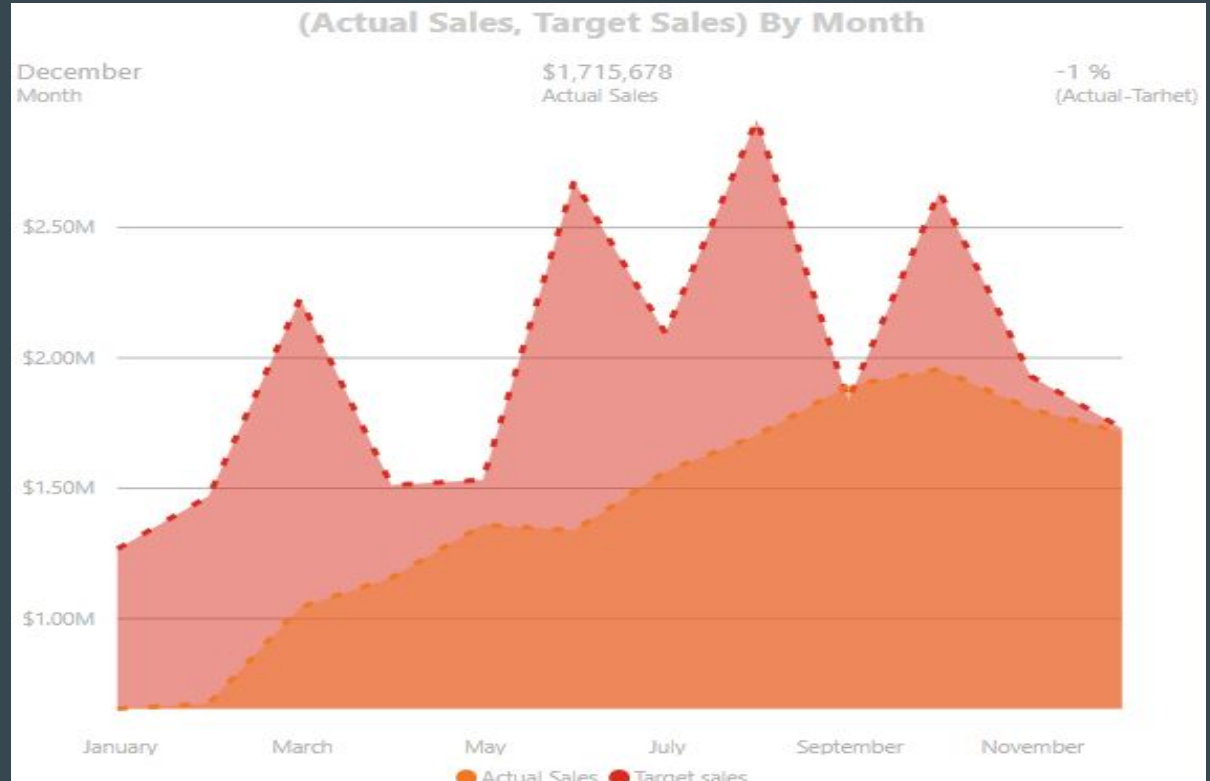
## Findings:

- Under supervision of Sarah-Jayne Pennington and Tahmina Vinson maximum sales happened and maximum items are sold.

# Actual vs Target sales Analysis

Findings:

From figure we can see that, target sale is not achieved in most of the months.



# Final Thoughts

- Product 1968, Product 2026 and Product 662 are giving maximum sales.
- Product 235, product 2445 and Product 2233 getting sold in large quantities.
- Business lines- Supermarkets Lv3 and B & B's are giving maximum sales.
- Companies- Dragon walk, Red beat and Prophecy lighting are giving maximum sales.
- Companies- Yeoman, Roslyn and Badger are repetitive customers.
- Under management of Duane Frame, maximum sales happened and maximum items are sold.
- Under supervision of Sarah-Jayne Pennington and Tahmina Vinson maximum sales happened and maximum items are sold.
- In Cities- Yoman, Winthrop, Roslyn and Badger maximum sales happened and large Quantities of items are sold.
- Target sales are not achieved in most of the months.
- Top Performers are:
  - a. Manager: Duane Frame
  - b. Supervisor: Sarah-Jayne Pennington
  - c. Salesperson: Sahil Seymour