

SALES DATA ANALYSIS USING TABLEAU

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INTRODUCTION

In today's data-driven business landscape, this project focuses on dissecting sales data to extract crucial insights that drive strategic decisions. By meticulously analyzing sales metrics, customer behaviors, and product preferences, the aim is to provide actionable information that enhances sales strategies, customer experiences, and overall profitability.

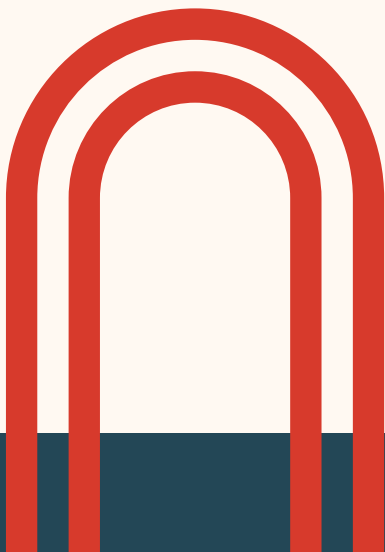
Through interactive dashboards, one can intuitively explore key performance indicators, enabling to uncover patterns, trends, and opportunities within the data. This project strives to empower businesses with the knowledge needed to make informed choices and stay ahead in a competitive market.

Problem Statement:

<https://drive.google.com/drive/folders/1buvhyRpnXuaOz1e0yDWq5O9HpOqcAS09?usp=sharing>

SALES DATA ANALYSIS INSIGHTS

1. **SALES DISTRIBUTION BY REGION:** Sales distribution across regions reveals that the South dominates with 38.37%, followed by the Midwest at 26.93%, the West at 17.60%, and the Northeast at 17.10%. The clear leader, South, significantly contributes to the overall sales landscape.
2. **TOP STATES AND CATEGORIES:** In the South region, Texas (TX) stands out with \$15M in sales, accounting for 14.4% of customers. Similarly, California (CA) in the West and New York (NY) in the Northeast are top performers, contributing \$14M (13.7%) and \$11M (12.6%) respectively. Intriguingly, Mobiles & Tablets dominate the sales arena, constituting more than half of the total sales.
3. **HIGH PERFORMING PRODUCT:** The SKU OTHOTH5A0945D0A72F4 emerges as the top-selling product with 9762 units ordered, of which 6143 came from the Midwest. It is evident that this product significantly influences the company's sales strategy.
4. **SALES TRENDS AND CORRELATION:** On December 27, 2020, the company witnessed a remarkable spike in sales, reaching \$13M in total sales. A correlation between discounts and sales is apparent, suggesting that strategic discounting can boost revenue.
5. **CUSTOMER INSIGHTS:** Gender-wise, sales are evenly distributed (50.07% male, 49.92% female). Remarkable top spenders include Everette L Dobbins, Joleen N Cobb, and Graham E Bhatt, with sales of \$1.9M, \$1.628M, and \$1.568M respectively. Interestingly, the majority of top spenders are from Mississippi (MS) and Indiana (IN), and are aged 39 to 41, indicating a potential demographic to target.
6. **CUSTOMER RETENTION AND PAYMENT MODES:** Customer retention has shown consistent growth till 2016, with a slight dip in 2017. This highlights the need to focus on retaining customers in the long term. The most preferred payment mode is Cash on Delivery (COD), capturing 35% of transactions, followed by Easypay at 25%.
7. **AGE GROUP INSIGHTS:** The age group of 39 emerges as the highest spender in the South and Midwest regions, suggesting tailored marketing strategies for this demographic. Other age groups exhibit less significant variation in spending behaviour.



SUGGESTIONS FOR INCREASED SALES

1. REGION SPECIFIC STRATEGIES
2. CUSTOMER RETENTION
3. STRATEGIC DISCOUNTING
4. CATEGORY EXPANSION
5. PROMOTION & BUNDLES

VISUAL DATA

LINK FOR TABLEAU DASHBOARD:

[SalesDataAnalysis-UsingTableau](#)

