

Sales Data Analysis



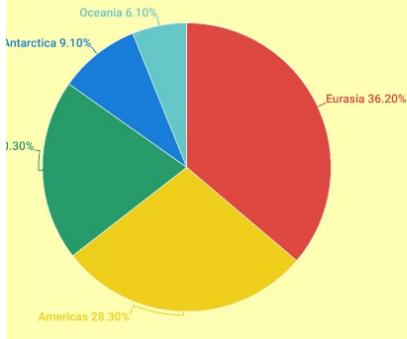
Puja Banerjee



Sales Data Analysis

What is Sales Analysis?

Sales analytics is used in identifying, modeling, understanding and predicting sales trends and outcomes while aiding sales management in understanding where salespeople can improve.



Sales Data Analysis



Puja Banerjee





Project Collaboration with JYSK



JYSK delivers a great Scandinavian offer for everyone within sleeping and living. It is a global retail chain of stores and web shops, and part of the family-owned Lars Larsen Group. Founder, Lars Larsen, opened his first JYSK store in Aarhus, Denmark, in 1979. Today, JYSK has more than 3,000 stores in 50 countries around the world. 28 countries are operated directly by JYSK, while the remaining 22 countries are part of JYSK Franchise.

With thousands of stores across the world, there is often a JYSK nearby. This makes it quick to explore our assortment, and easy to bring products home. Online, we have room for even more products, and it is crucial for us to make it easy for customers to combine our great store service with our wide online assortment to give the best possible shopping experience.

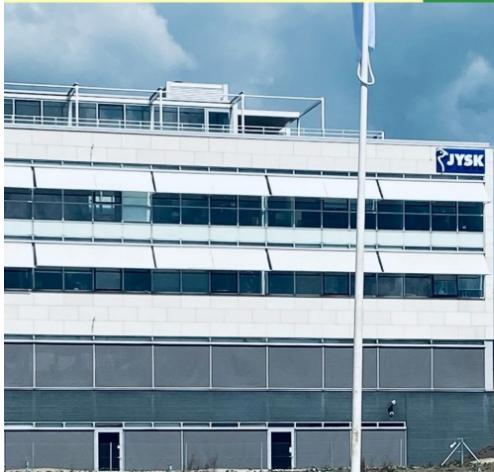
This requires great employees, and ambition of JYSK is to be employees' first choice within retail wherever JYSK is present. This means that JYSK must always be an attractive place to work, and that employees enjoy the time they spend in JYSK. Although JYSK today is a global business, the company is managed based on its Scandinavian roots. This is reflected in the company culture and the way they do business.

Working experience

*Contact Person: Erdem Emin Akcay
(Head of Data Analytics in JYSK).*

Work Culture:

- Nice Infrastructure
- Informal tone of Communications
- Value the ideas and opinion
- Helpful





Project Collaboration with JYSK



JYSK delivers a great Scandinavian offer for everyone within sleeping and living. It is a global retail chain of stores and web shops, and part of the family-owned Lars Larsen Group. Founder, Lars Larsen, opened his first JYSK store in Aarhus, Denmark, in 1979. Today, JYSK has more than 3,000 stores in 50 countries around the world. 28 countries are operated directly by JYSK, while the remaining 22 countries are part of JYSK Franchise.

With thousands of stores across the world, there is often a JYSK nearby. This makes it quick to explore our assortment, and easy to bring products home. Online, we have room for even more products, and it is crucial for us to make it easy for customers to combine our great store service with our wide online assortment to give the best possible shopping experience.

This requires great employees, and ambition of JYSK is to be employees' first choice within retail wherever JYSK is present. This means that JYSK must always be an attractive place to work, and that employees enjoy the time they spend in JYSK. Although JYSK today is a global business, the company is managed based on its Scandinavian roots. This is reflected in the company culture and the way they do business.

Working experience

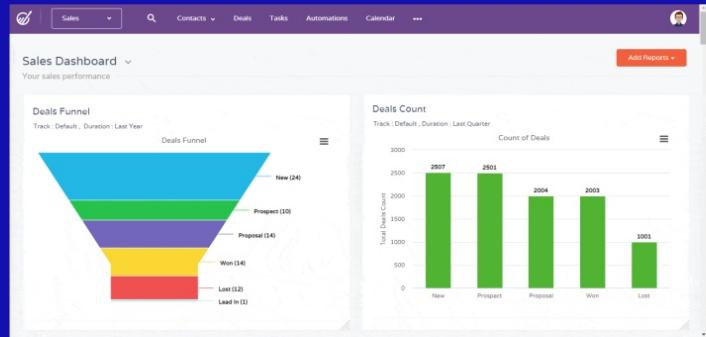
Sales Data Analysis



Puja Banerjee



Project Scope



The company has many sales data they wanted to get some overview, on that they will do some analysis.

Based on that, I helped the company to get an overview of its Sales.



Sales Data Analysis



Puja Banerjee





Objectives -

Upon initial inspection of the data, we start thinking of some questions about it that we would want to answer -

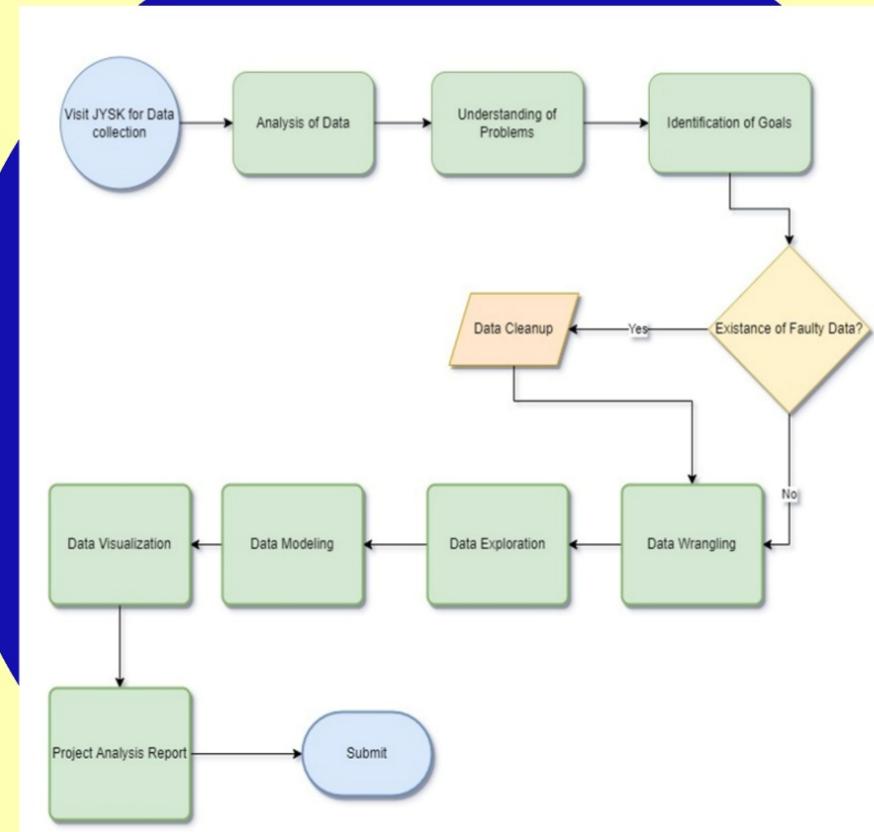
1. *What is the overall sales trend?*
2. *Which are the Top 10 products by sales?*
3. *Which are the Most Selling Products by quantity?*
4. *Which promotion is giving high sales and low sales?*

Sales Data Analysis



Puja Banerjee





EDA

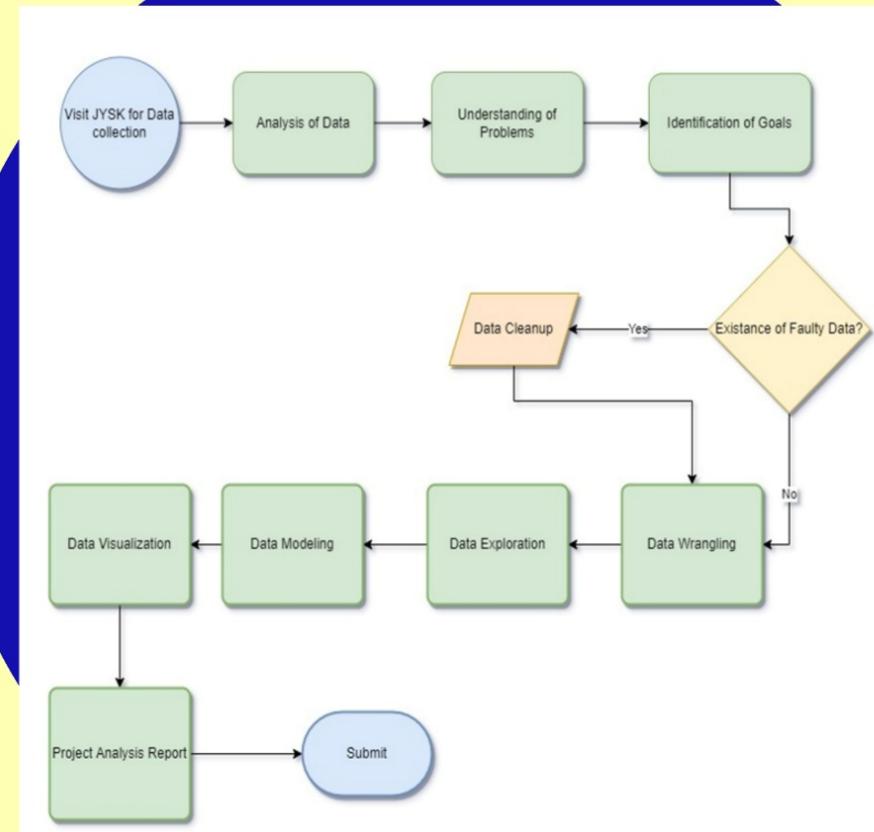
Tasks Performed

Data Visualization



Exploratory Data Analysis with Python

1. For Data Analysis I worked with 2 files -
2. Worked with Jupyter Notebook, Google Collaboratory.
3. Worked with following libraries like :
 - Pandas
 - Numpy
 - Matplotlib
 - Seaborn
4. Distribution of values of each column.



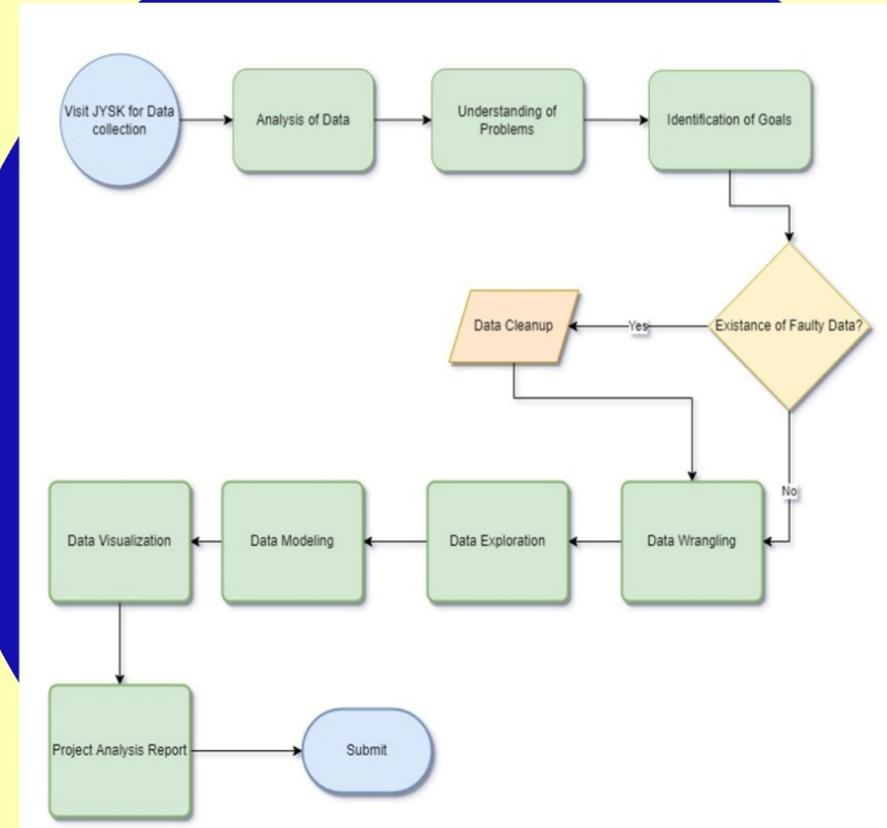
EDA

Tasks Performed

Data Visualization



- Imported the libraries needed
- Reading the Dataset
- Checked datatypes
- Cleaning : Treating missing Values
- Converted 'Calender_day' column to Datetime format.
- Manipulate and Transform Data : Indexing, Grouping, Creating subsets, sorting.
- Using group by to perform aggregate analysis



EDA

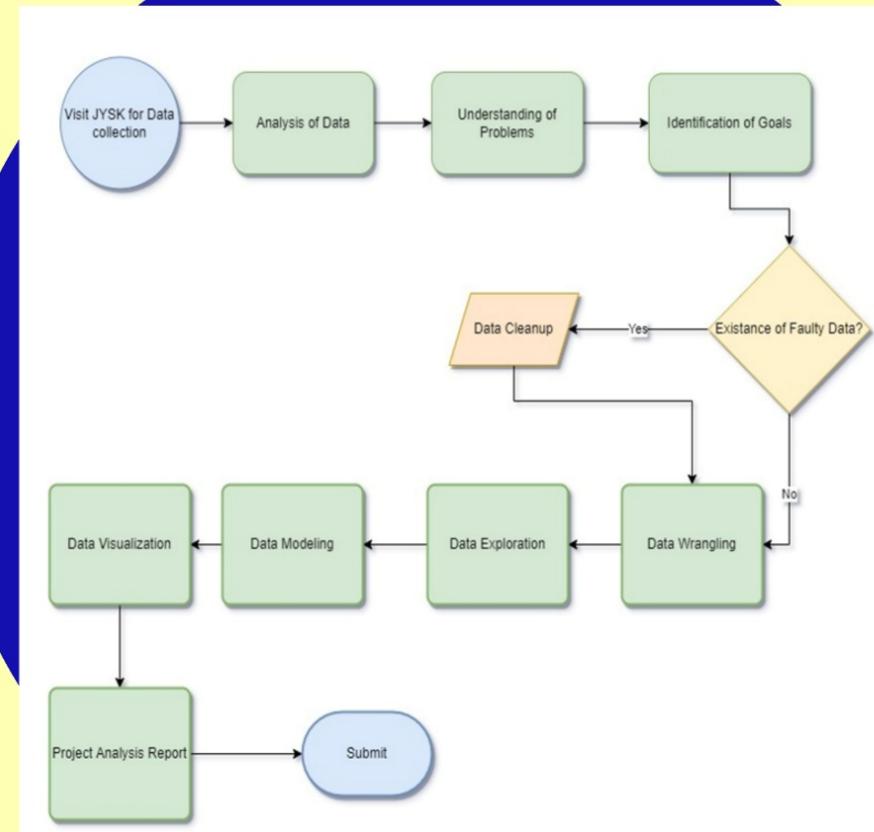
Tasks Performed

Data Visualization



Based on Data types- Discrete or Continuous data-

- Plotting bar charts and lines graphs to visualize our results
- Labeling our graphs
- Plot graphs to get a better understanding of the results we obtain.



EDA

Tasks Performed

Data Visualization

Sales Data Analysis



Puja Banerjee



Data Visualization



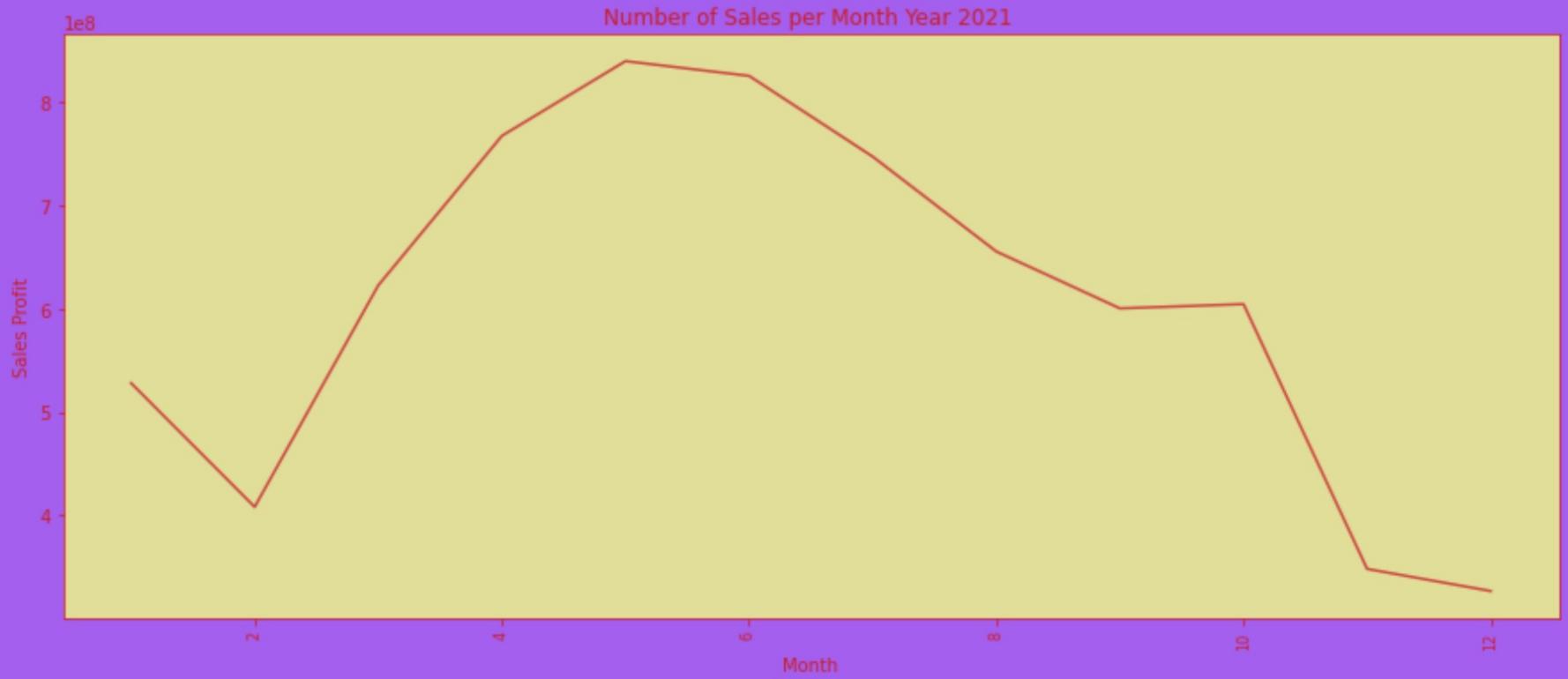
1

2

3

4

5



Data Visualization



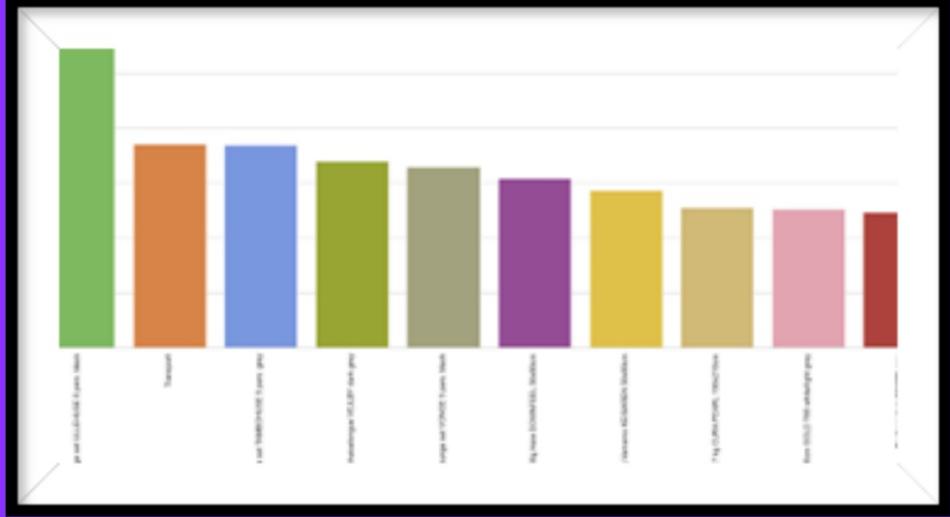
1

2

3

4

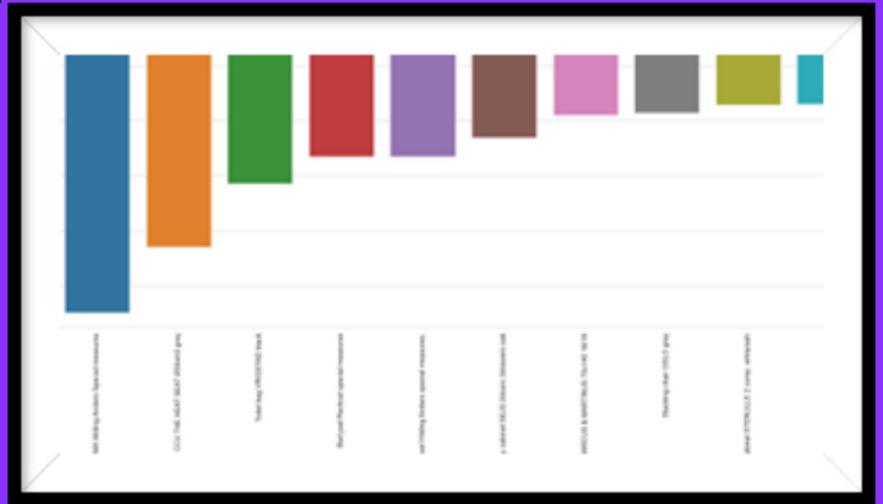
5



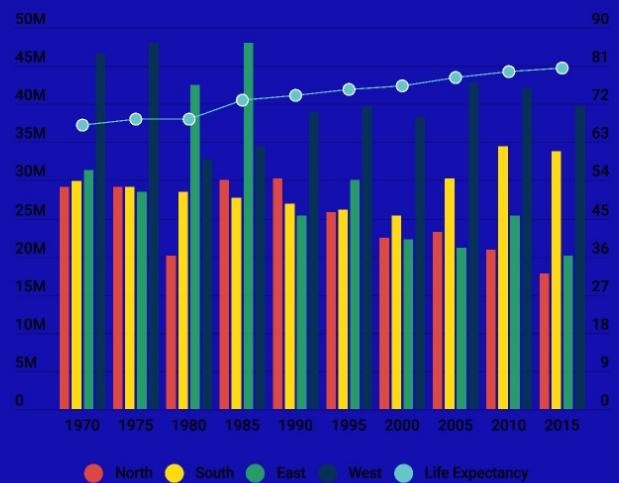
Top 10 products by Sales



Least 10 product by Sales



Data Visualization



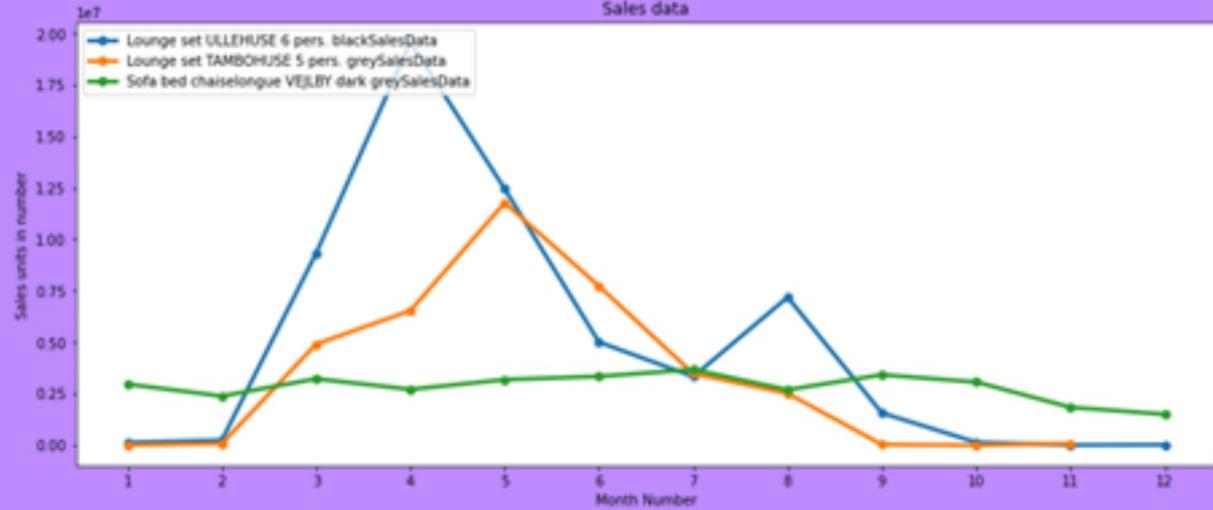
1

2

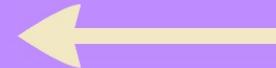
3

4

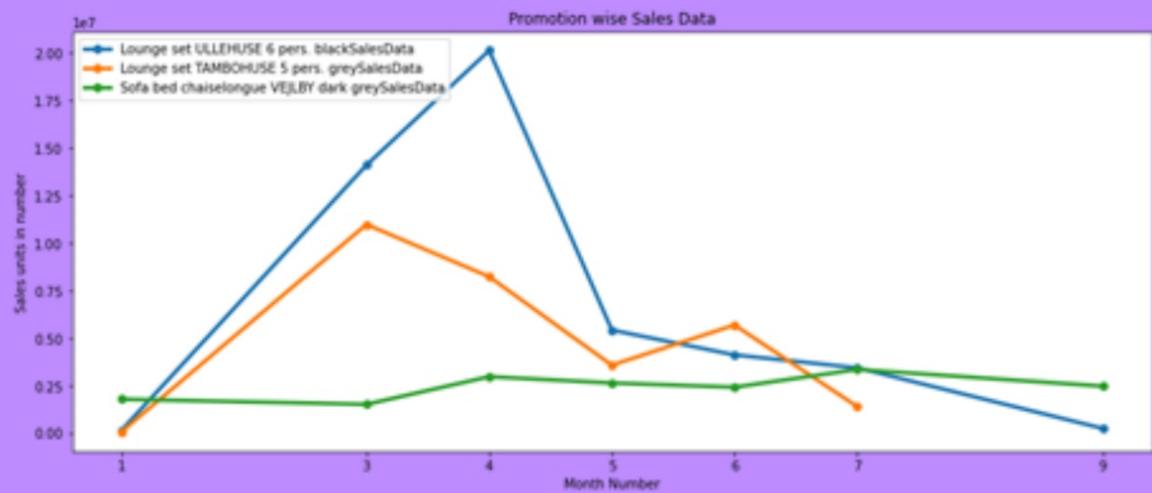
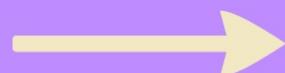
5



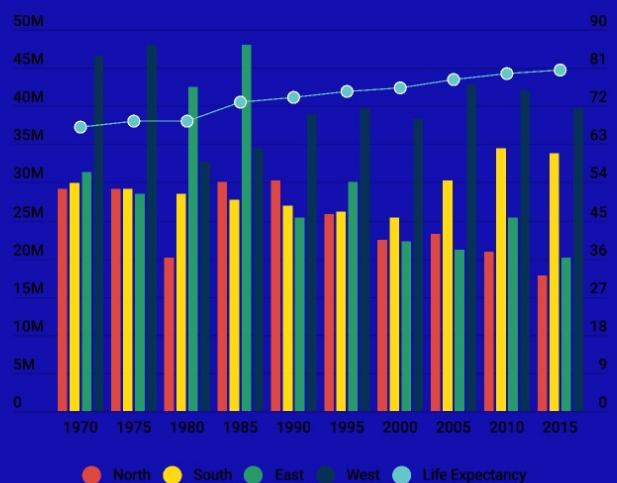
Monthly sales trend of Top 3 products having highest sales



Monthly sales trend of the same Top 3 products having highest sales with promotions



Data Visualization



1

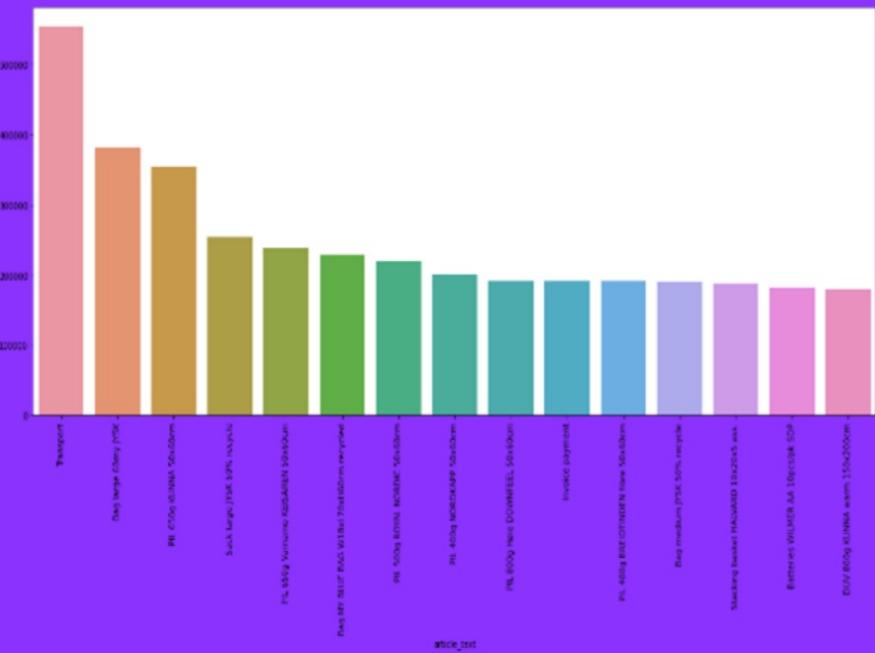
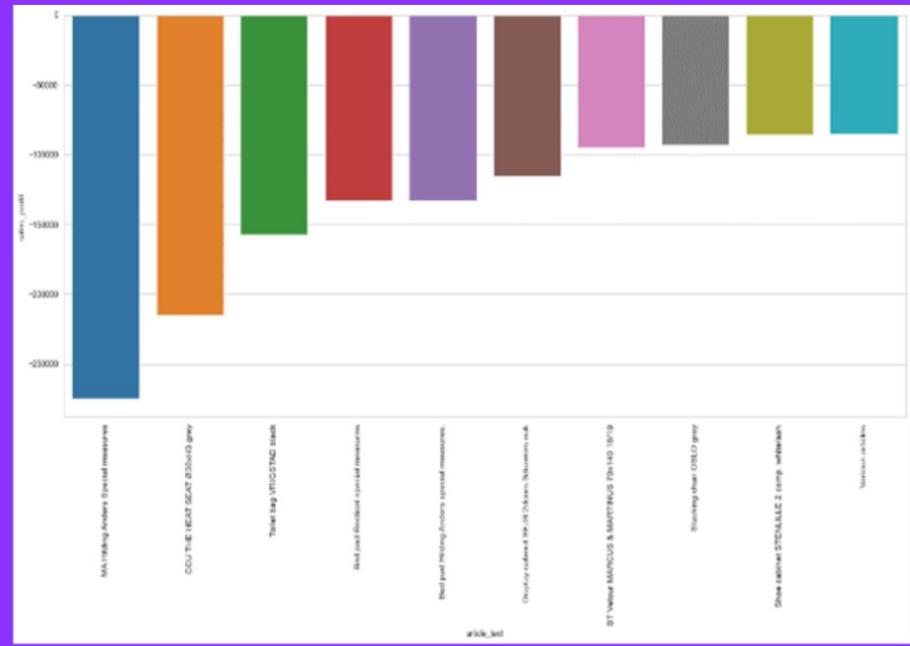
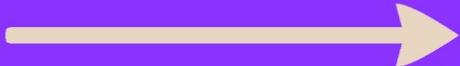
2

3

4

5

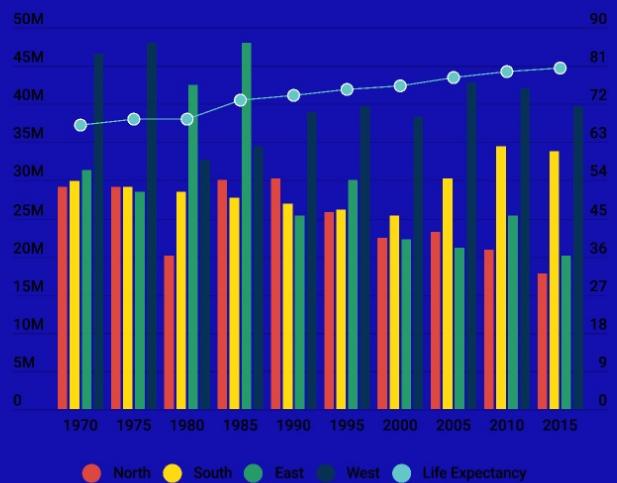
Which are the most selling products?



Which are the least selling products?



Data Visualization



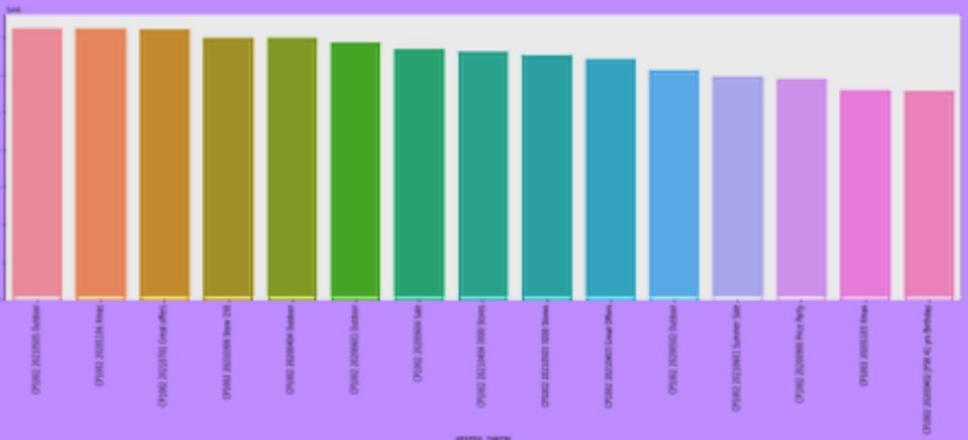
1

2

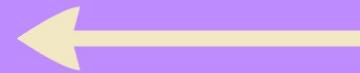
3

4

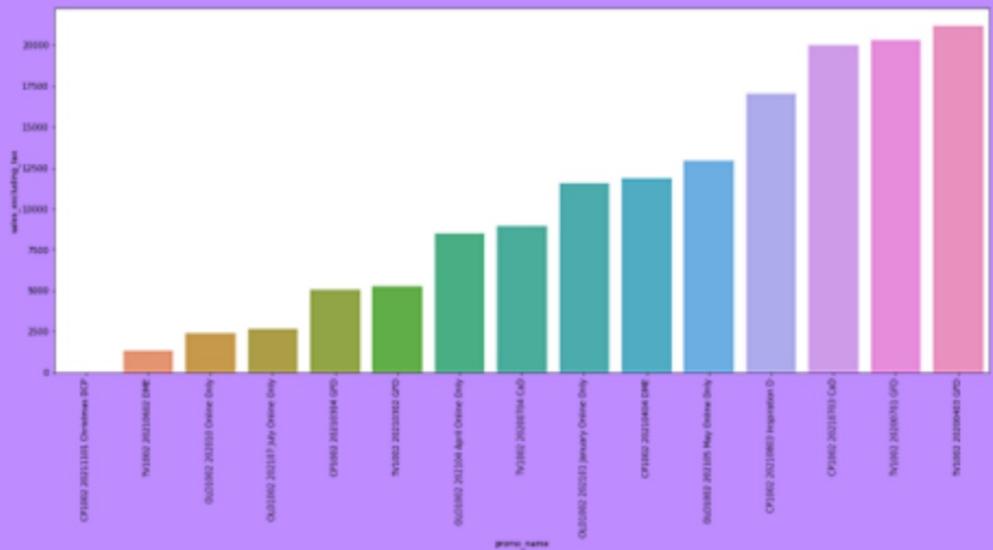
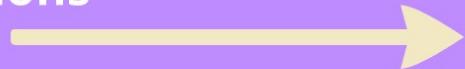
5



Products which has most promotions



Products which has less promotions



Data Visualization



1

2

3

4

5

Sales Data Analysis



Puja Banerjee



Conclusion

With the use of different data modeling and plotting techniques being applied to the Sales and Promotion data sets, we have tried to extract different trend analysis reports which would be beneficial for business stakeholders and strategies to work on the overall sales trends and on low performing products.

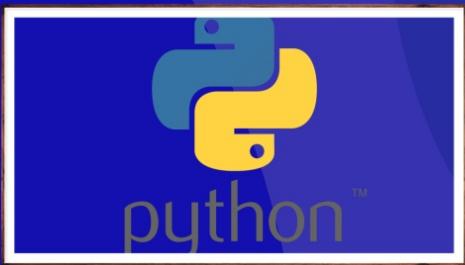
*Learning
Outcome*

*Thank
You
Redi*

Before -



After



Data To Life



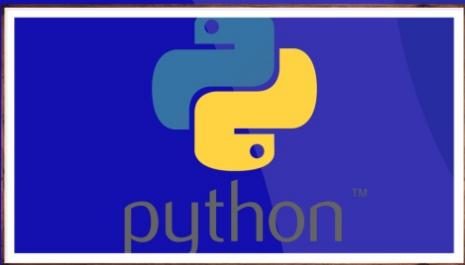
- Programming Skills**
- Ability to reason Data**
- Team work and work independently**
- Communication**
- Networking**



Before -



After



Data To Life



Conclusion

With the use of different data modeling and plotting techniques being applied to the Sales and Promotion data sets, we have tried to extract different trend analysis reports which would be beneficial for business stakeholders and strategies to work on the overall sales trends and on low performing products.

*Learning
Outcome*

*Thank
You
Redi*



What I learned from REDI -

- Building Network and Communication.
- Self Confidence
- Understanding the Danish IT Market
- Helping to create professional network
- Opportunities into the IT industry
- Ready to face challenge.

Mentor

Teacher

Lead





Mentor Name: Patric Lele

Designation: Trading Analyst

Company: InCommodities



What I learned from REDI -

- Building Network and Communication.
- Self Confidence
- Understanding the Danish IT Market
- Helping to create professional network
- Opportunities into the IT industry
- Ready to face challenge.

Mentor

Teacher

Lead





Rami Elje
Position : Frontend Developer | ML Developer
Company: Salling Group



Lawan
Position: Data Engineer
Company: Danske Bank-MobilPay



What I learned from REDI -

- Building Network and Communication.
- Self Confidence
- Understanding the Danish IT Market
- Helping to create professional network
- Opportunities into the IT industry
- Ready to face challenge.

Mentor

Teacher

Lead





Leonel Bustos Barbe

Project Lead at ReDI School of Digital
Integration Aarhus



What I learned from REDI -

- Building Network and Communication.
- Self Confidence
- Understanding the Danish IT Market
- Helping to create professional network
- Opportunities into the IT industry
- Ready to face challenge.

Mentor

Teacher

Lead



Conclusion

With the use of different data modeling and plotting techniques being applied to the Sales and Promotion data sets, we have tried to extract different trend analysis reports which would be beneficial for business stakeholders and strategies to work on the overall sales trends and on low performing products.

*Learning
Outcome*

*Thank
You
Redi*

Sales Data Analysis



Puja Banerjee

