**Dataset title: Sales Data**

**Stage Zero Task: Analyzing a Dataset & Writing First Glance- Technical Report Article**

**Objective :**

* Reviewing the Sales Dataset
* Identifying the initial insights from the data at first glance
* A technical report detailing the observation

**Introduction:**

This dataset contains information on retail documentation, encompassing sales, customer demographics, inventory management, stock replenishment, order processing, and order fulfillment. Additionally, it includes financial reporting data, such as revenue and cost analysis, and examines market expansion and customer reach.

**Observation:**

At first glance, it is observed that:

* The order number and the product code are the primary key
* Sales column is a discrete variable
* The status is an ordinal variable
* Quantity Ordered is a continuous variable
* Quantity ID is a discrete variable as well
* Line Chart**:** To show sales trends over time (monthly or yearly).
* Bar Chart: To compare sales by product category, region, or customer segments.
* Heat Map: To visualize sales density by geographic location.
* **Pie Chart:** To display customer segmentation by demographics (age, gender, location).
* **Bar Chart:** To compare inventory levels of different products.
* **Pie Chart:** To display the distribution of order statuses (e.g., pending, fulfilled, canceled).
* **Bar Chart:** To compare revenue and costs across different periods or product categories.
* Bubble Map: To show market expansion and customer reach visually by geographic location, with bubble sizes representing sales volume.
* **Bar Chart:** To compare the number of customers in different regions.

Conclusion:

This dataset reveals insights into the business performance, customer behaviour and operational efficiency.