

Case Study

Sales Data Analysis

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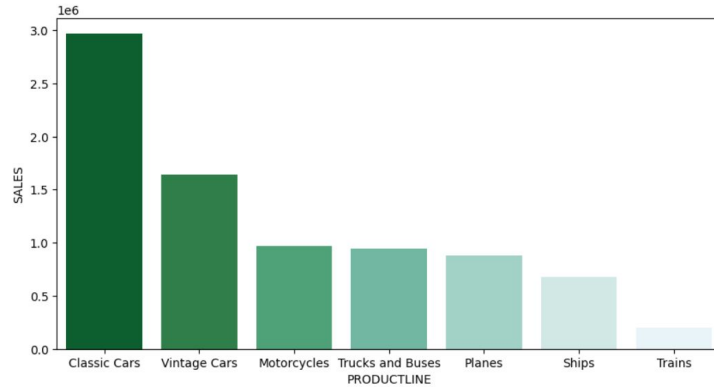




Key Questions

1. Which product lines have the highest and lowest sales?
2. Is there any pattern in sales performance over time?
3. How does deal size correlate with total sales? What is the percentage of contribution for each type of deal?

Each product line sales performance



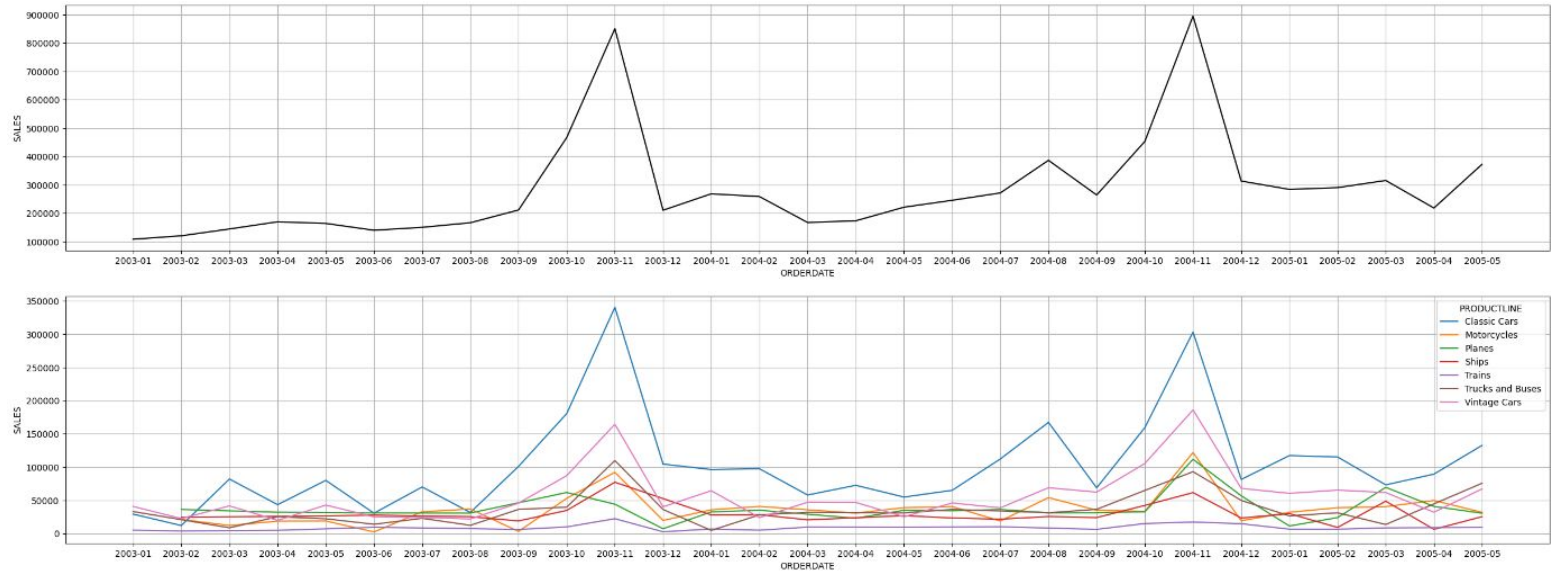
The average price of each product line is similar in the range of \$ 76 - 88. However the orders' quantity of each product line may have a correlation with the total sales. As we can see, **the ranking of each product line in total sales and orders' quantity is the same.**

Classic cars had the **highest sales** with a total sales of **\$ 2,968,546.40**.

Trains had the **lowest sales** with a total sales of **\$ 203,804.26**.

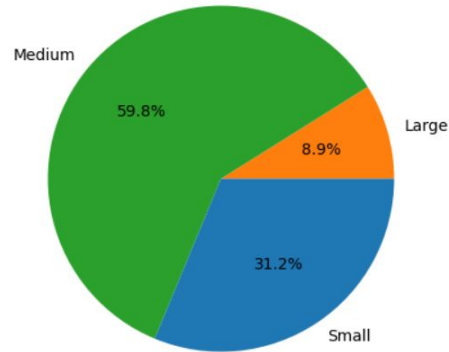
Productline	Avg. Priceeach	Quantityordered
Classic Cars	87	33,992
Vintage Cars	78	21,097
Motorcycles	83	11,663
Trucks and Buses	88	10,777
Planes	82	10,727
Ships	84	8,127
Trains	76	2,712

Sales Performance Over Time



The total sales experienced a **spike every november in each year**. Most sales of each product line showed the same spikes. However, to determine the reason behind this pattern, more data on other factors is needed.

Correlation Between Deal Size and Sales



Medium deal size contributed the most to the total sales with a percentage of **59.8%**. Meanwhile, **large deal size** contributed the least with a percentage of **8.9%**.

Most of customers prefer making a medium deal size in the range of \$ 2000 - 6135 and an average of \$ 3585

Dealsize	Min. SALES	Max. SALES	Avg. SALES
Small	482	3,000	2,020
Medium	2,000	6,135	3,585
Large	2,900	9,048	4,705



Conclusion

1. Classic cars had the highest total sales, while trains had the lowest total sales. Quantity of orders may affect the total sales.
2. There was a spike on November of each year. The reason behind the spike should be analyzed further with more data.
3. Most of customers prefer making a medium deal size in the range of \$ 2000 - 6135 and an average of \$ 3585