

# Company XYZ/Trend Analysis of Company XYZ sales

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## EXECUTIVE SUMMARY

### Overview

A deep dive into the analysis of the sales data of company XYZ to identify trends, patterns, and other useful insights. Furthermore, to determine measures to drive more sales and increase growth

### The Problem

The increasing competition in the country has brought about the need to identify the varying trends and prevalent concepts that exist in the data to provide insight for effective data-driven decisions to drive sales

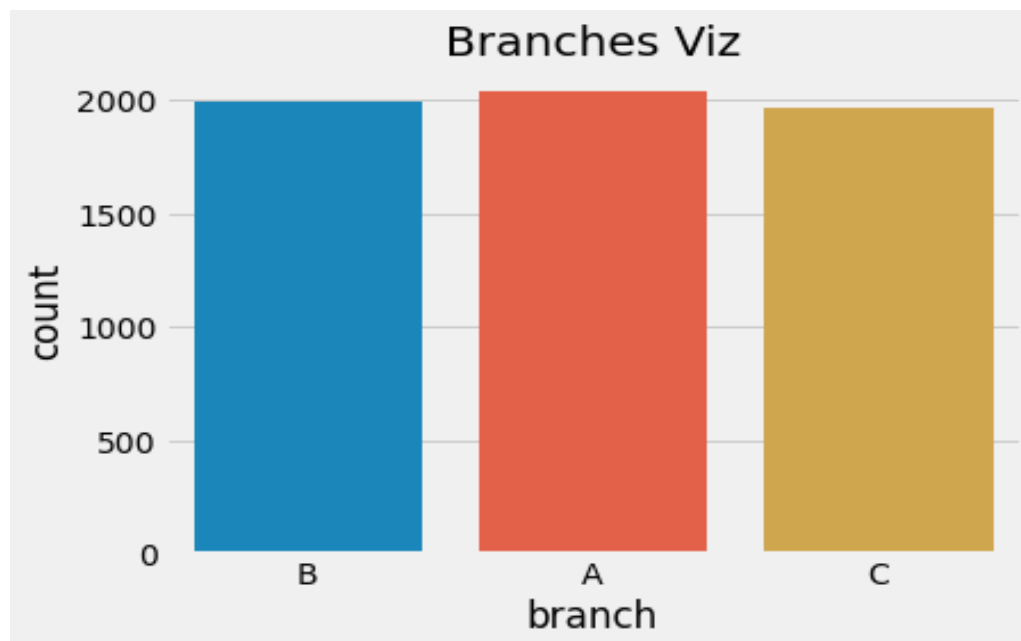
### Project Steps

- Forked the project from the original repository and cloned it to my local computer using my git bash command line prompt.
- Loaded my data set to my jupyter notebook for my analysis
- Explore my data and got it cleaned using the methods and functions available in pandas and within my knowledge. The DateTime series in the data set was also formatted correctly
- I went on with my analysis and visualization
- I also used the git bash to commit the changes made to the project repository

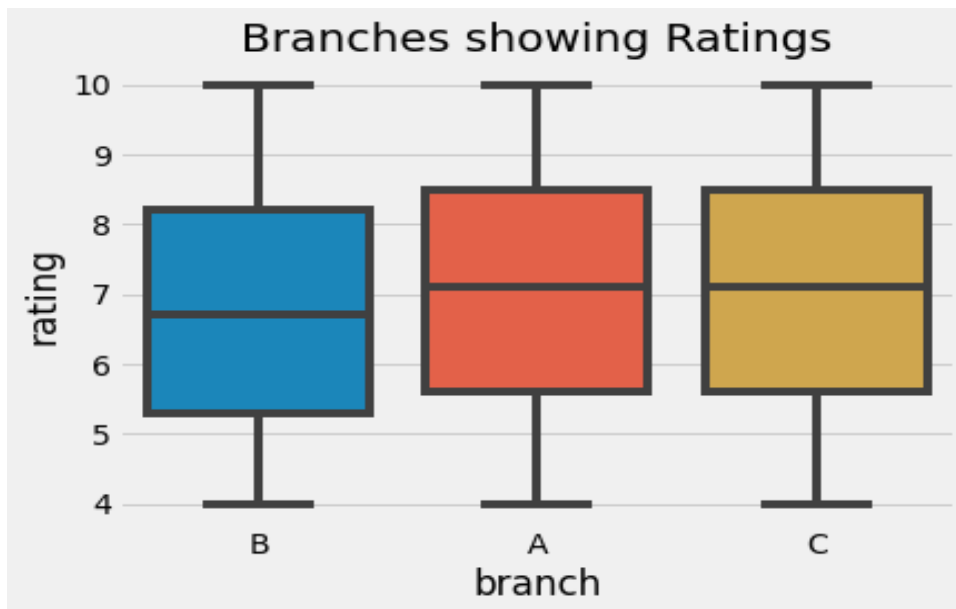
### Highlights from Visualization

Some of the visualization from the project analysis includes:

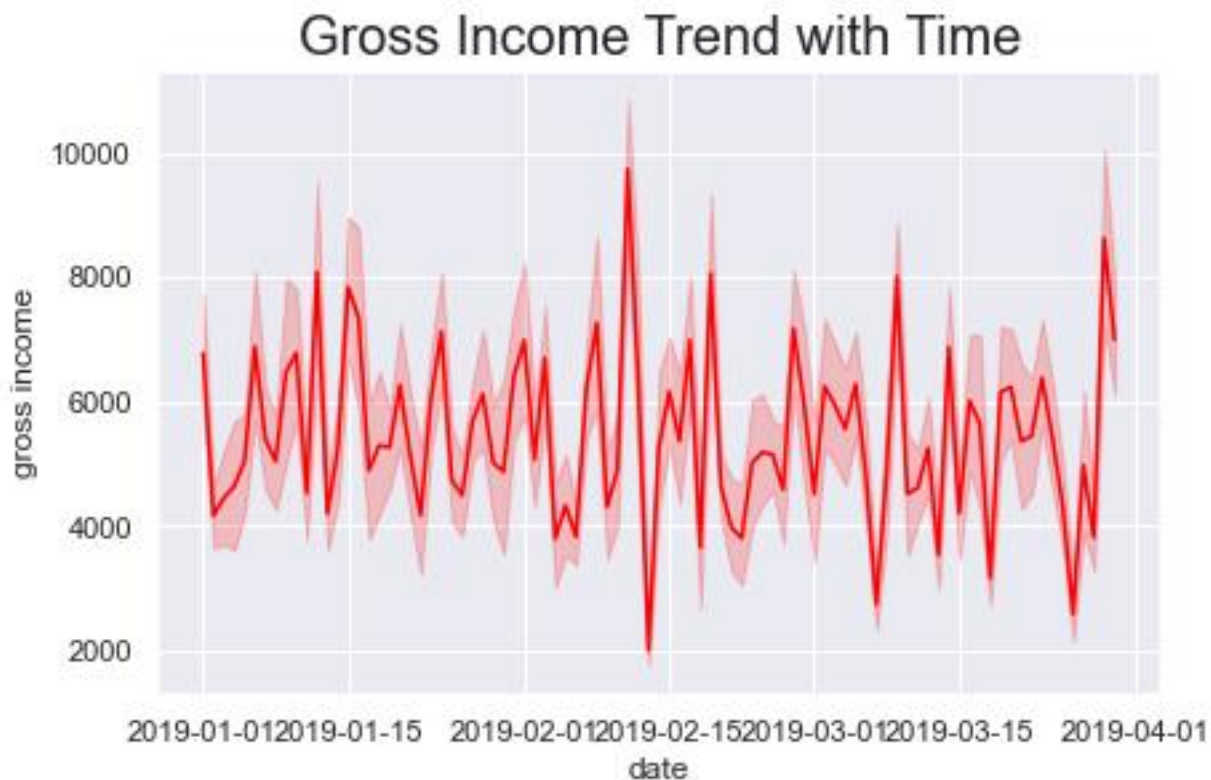
- 1) Visualization showing the branches data



2) Visualization showing the ratings statistical summary in each branch



3) Visualization showing the growth of gross income:



## Insights from analysis and Visualization

The following are insights obtained from the analysis and visualization of the data sets:

- The branch with the most sales is A
- The highest payment method is Epay
- The city with the most sales is the Lagos City
- The highest product line is Fashion Accessories
- The lowest product line Health and Beauty
- Food and Beverages uses Card payment the most
- Fashion accessories use Epay payment method - more
- Electronic accessories use Cash payment method more
- Sports and travel uses Cash payment method more
- Home and Lifestyle uses the Epay payment method more
- Health and beauty uses the Epay payment method more
- Branch A uses Epay more but also uses card and cash
- Branch B uses card more but also use epay and cash
- Branch C uses Cash more but also uses epay and card
- All three Branches have the same minimum value of 4.0
- Electronic accessories recorded the lowest unit prices
- fashion accessories have the highest unit price
- Fashion accessories has the lowest quantity sold one of the reasons would the price per unit compared to other product in the product line
- Electronic accessories sold more in quantity than other product lines
- This viz tells us that there are more male customers in Abuja and Lagos city hence emphasis should be made on goods predominantly consumed by males.
- From the viz above, it is deduced that female customers purchase more Fashion accessories from the product line
- From the viz, I discovered that there were more customers who purchased health and beauty products than female
- Also females bought more sports and travel products
- The line plot shows a trend nominal value change which indicates that company XYZ has recorded continuous income range and quantity of goods sold which indicates little or nominal growth rate for the period the data was collected.

## Summary and Recommendation

It is needful say that company XYZ has made a lot of progress maintaining the state of the company but hasn't done so well to establish growth. We saw a significant difference at some point but it was not maintained.

My recommendation is that the company invest more in advertising to drive traffic to each branch and subsequently employ Epay payment method to encourage more users who are mostly to pay by electronic payment method