Assignment 2:-

Holiday Sales Report

The given data is about the past sales records of products during Holiday seasons.
We all know that during Holiday seasons the market sales is at its peak. And during these times the stores increase their stocks, In order to gain optimum profit and various business insights i had analysed the given record in terms of Total and Average Sales during a Holiday period, Also i had analysed different characteristics that affects the total sales.

Here are the Various Trends/Business Insights I got from the given Data.

- Total Sales are comparatively higher during Labour Day Weekend with 8.95 % of the Total sales amount which is 575

- The Average sales during all Holidays, During the Washington's Birthday the Average sales is maximum with 31.59 amount sales per day.

- Without including Washington's Birthday alone it can cause 568.61 price per unit of loss, i.e 9.25% of loss,So looking at the record we should increase the no. of stock during this season to gain maximum profit.

- As we increase the product quantity the sales would eventually increase,and as the Unit price increases the sales eventually decreases.

- Fridays produce maximum no. of sales per unit and Thursdays produce minimum sales.

- Netherland gives max average sales during Holiday periods of 111.71 compare to other countries while USA generates minimum average sales of 0.42

- In 2013 the Average sale amount was highest while in 2019 it was lowest of all time

- The Average sale reaches maximum on 7 am (morning), and tends to gradually decreases as the hour passes by, but around 6 pm (evening) the sales slightly increases, while the average sales is minimum on 6 am with a loss of amount -6.48

- The top ten selling products, maximum numbers of people buy WORLD WAR 2 GLIDERS ASSTD DESIGNS.

- People buys WORLD WAR 2 GLIDERS ASSTD DESIGNS randomly (not in any holidays)
- Most of our top customers are from United Kingdom.