

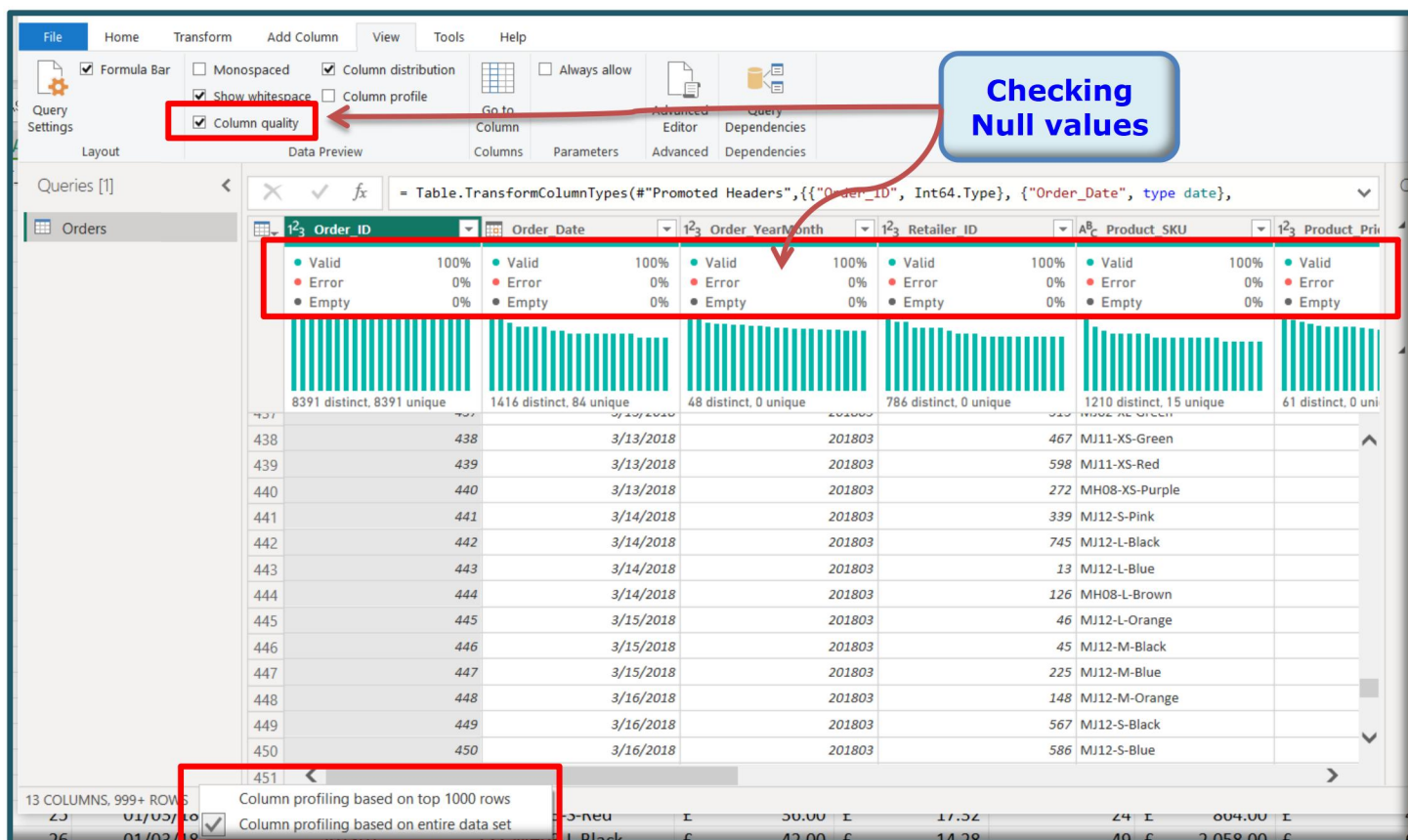


04 / 09 / 2023

# **SALES REPORT**

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# Data Inspection:

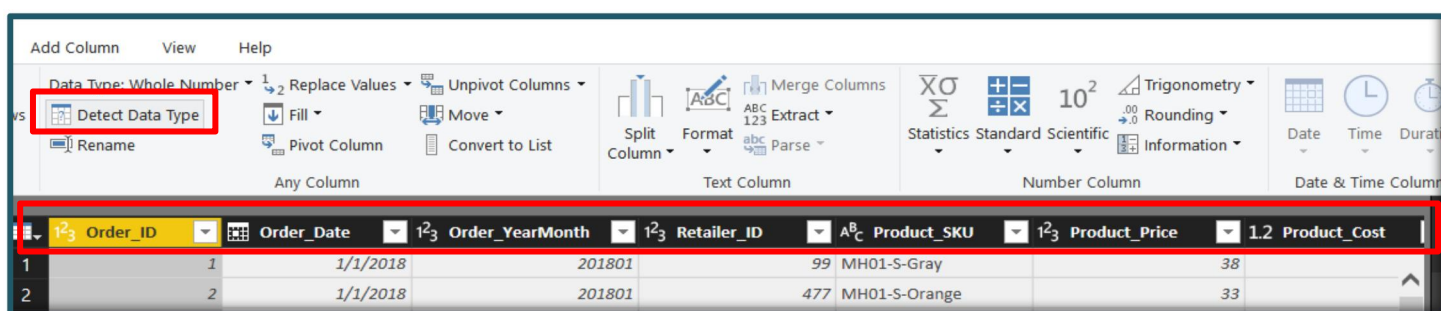


I wanted to ensure that there were **no missing or incorrect values** in my data set. So, I used a feature called 'column quality' and made sure it checked the entire data set. When I selected 'column profiling' for the entire data set, I found that there were no missing values or mistakes in my data.

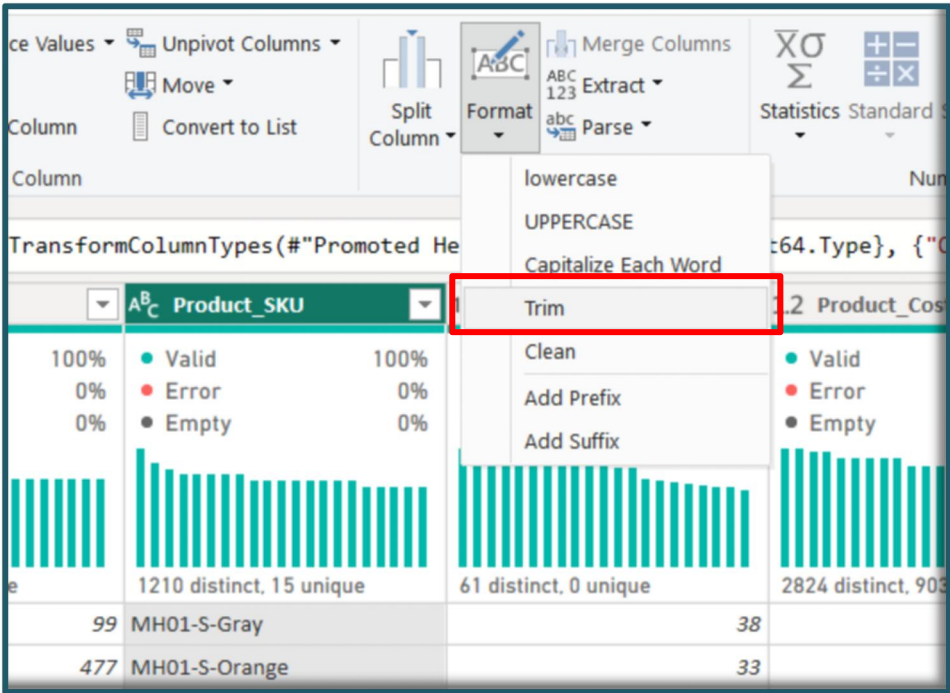
We use 'column distribution' to see how our values distribute in column. And I found no duplicate in my Primary key.

- **Distinct Values** are unique within a specific column.
- **Unique Values** are unique across the entire data set or table.

I also examine the **data type** for each column.



Next, I'm attempting to **remove any extra spaces at the beginning or end of a text column** by using the TRIM function.



**The cleaning step mentioned above is repeated in all tables.**

# Dataset Information:

I am selecting a fashion industry dataset that includes four tables: **orders**, **products**, **retailers**, and **returns**.

# Stakeholder :

The stakeholders of my analysis are **senior executives and the management team**. In my dashboard include data categorized by years, months, quarters, retailer channels, product categories, and countries for a comprehensive view and it will **give high-level insights to make strategic decisions**.

Additionally, I am creating a report for the **sales team** that provides product-level and regional-level information.

# Dashboard:



# Slicer:



- **Product Category** slicer enables them to dive deep into category-specific insights for strategic decision-making.
- **Retailer Channel slicer**, they can assess performance across various distribution channels.
- **Product Size slicer** help to see the data product size wise.
- **Date slicer** helps track long-term trends over year, quarter and month, and make informed decisions over time.

# Cards:



I am using four cards in my dashboard, which display total orders, total quantity sold, total profit, and total sales. These cards are designed to assist the executive and management teams when they apply slicers or conditions to the dashboard. The cards provide an overview of key metrics, enabling quick access to overall information of condition they apply. **For example, if they wish to know how much revenue a specific product category generates, the cards will instantly provide the relevant information, regardless of the conditions they apply.**

# Graph:





## Insight:

This graph illustrates the total number of orders in each product category and the corresponding number of returns. Notably, the **highest number of returns comes from the 'Hoodies' product category, which aligns with its high sales volume.** However, it's interesting to observe that the 'Shorts' category has a relatively high return, with 45 returns out of 986 orders, compared to 'Tanks,' which has only 50 returns out of 688 orders.

## Total Sales In Each Country:

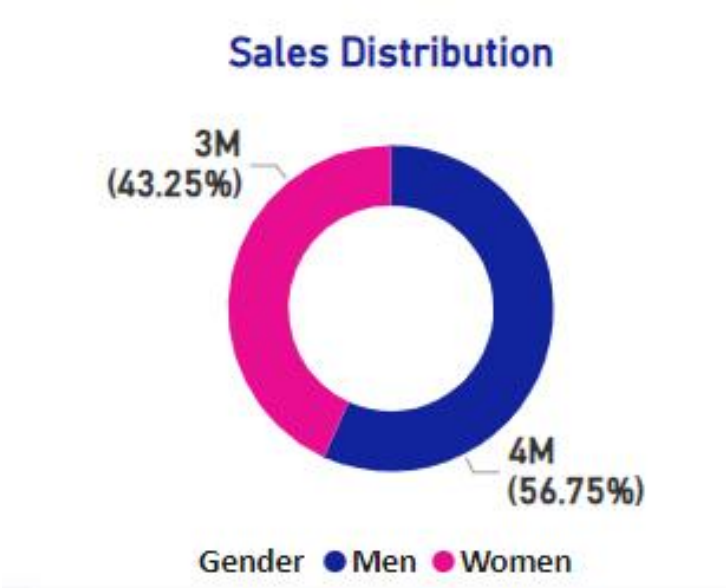


Here, My aim to provide a straightforward summary to senior executives and the high-level management team, **outlining our performance in each country.** Moreover, we can go deeper by applying specific filters using slicers to obtain more detailed insights for each country. For instance, In England, under the 'Supermarket' category, we can examine various aspects of country-specific data.

## Insight:

In the graph, it's evident that we've generated a significant **6.29 million in sales from England,** while **Scotland contributed 698k,** and **Wales accounted for 98k in sales.**

## Sales distribution across Gender:



## Insight:

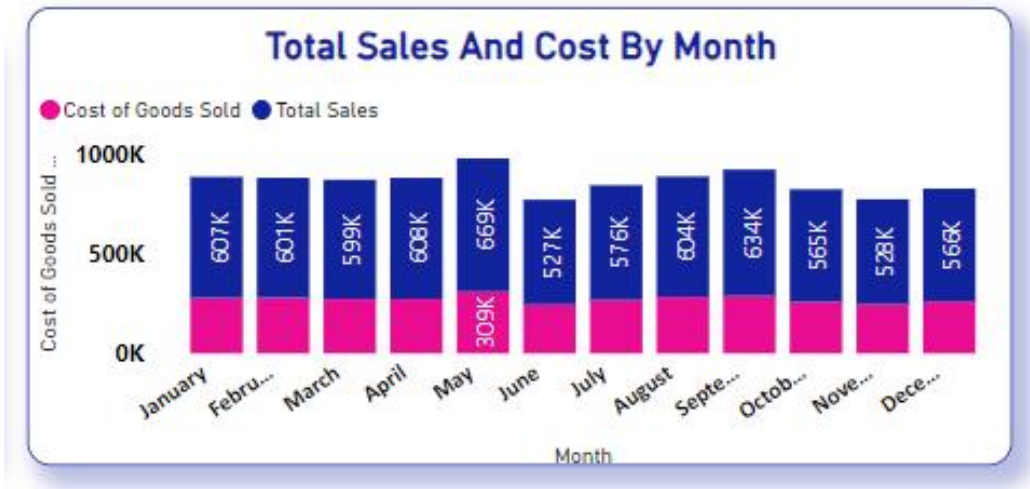
An interesting insight emerges from the sales data: Over 4 million, which represents 57% of the total sales, came from male customers, while 3 million, comprising 43% of the sales, originated from female customers. This suggests a significant share of our sales is attributed to the male demographic.

## Total Unit sold in each month:



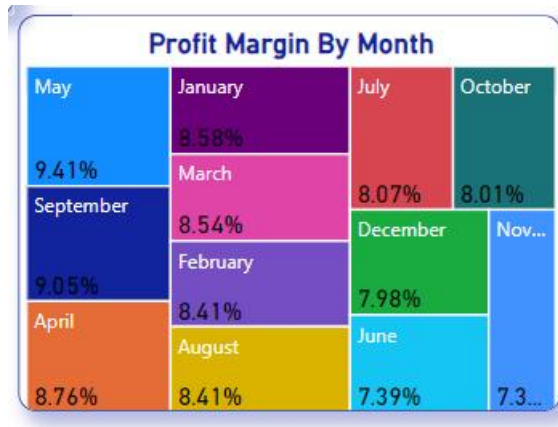
## Insight:

Observing the data, we note that the highest quantity of products was sold in the month of May, totaling 21,000 units. In contrast, the lowest sales figures were recorded in November and June, with both months seeing 16,000 units sold.



## Insight:

It's evident from the data that the **peak month for sales occurred in May**, with a total of 669k in sales, while the lowest sales figures were recorded in November and June, with 528k and 527k in sales, respectively.



## Insight:

When analyzing the overall profit margins, May emerges as the most profitable month, boasting a robust margin of 9.41%. Conversely, November holds the position of being the least profitable month, with a margin of 7.38%.

## Recommendation:

This recommendations use the data insights to suggest ways to improve sales, reduce returns, and target our audience more effectively.

- **Enhance Sales in Wales and Scotland:** We see that **6.29 million** sales are coming from England, but Wales and Scotland have lower sales **698k and 98k** respectively. It's a good idea to use data-driven strategies to improve sales in these countries. We can look into what's working in England and apply similar tactics in Wales and Scotland.
- **Gender-Based Strategies:** Since men make up **57%** of our customers and women **43%**, we should consider gender when planning things like product launches and marketing campaigns. Tailoring our strategies to each gender can be more effective.
- **Reduce Returns in 'Shorts' Category:** The 'Shorts' category has a higher no of return with 45 returns out of 986 orders, compared to 'Tanks,' which has only 50 returns out of 688 orders. To minimize returns and boost profitability, we should investigate why this is happening. It could be due to sizing issues or other factors. Addressing this can help.
- **Maximize May Sales:** May is our best-performing month with the highest sales of 669k. We should plan special promotions or marketing campaigns during May to make the most of this trend.
- **Boost November and June Sales:** On the flip side, November and June have lower sales 528k and 527k respectively. We should come up with effective strategies to improve sales during these months. This might involve seasonal promotions or unique offerings.



