**Insights Writing for Sales Dataset**

**Context**

**Objective:** The Sales wants to create an annual sales report from November 2020 to October 2023. So that, the owner of the store can understand their customers and grow more sales in future.

**Scope:** The analysis covers the stores sales data for the year 2020-2023, focusing on key metrics such as total sales, average sales and order placed over the year.

**Analysis**

**Data Collection:** The data was sourced from the excel file, which includes order ID, order date, product, product type, transaction type, sales channel, sales type, order, quantity, net sales, gross sales, returns, discounts, shipping, taxes and the total sales.

**Techniques Used:** The dashboard utilizes the pivot tables for summarizing data, various charts (eg., pie, bar) for visualization, and slicers for interactive filtering. Key metrics highlighted includes:

**1. Total Sales**

* The total revenue generated from all sales in the year 2020-2023.
* **Formula:** Sum of all Sales
* **Purpose:** Indicate the overall performance and revenue generation.

**2. Average Sales by Sales type**

* Revenue generated for orders and returns.
* **Formula:** Average of Sales for sales type
* **Purpose:** Identify strong and weak markets, guiding sales by order and return.

**3. Sales by Order Id**

* Revenue generated for count order id based on total sales.
* **Formula:** Count of Order Id for sales type
* **Purpose:** Identify strong and weak markets, guiding sales type based product marketing.

**Conclusion**

To improve sales, we should focus on Baby walkers & entertainers and laundry bags, because the sales in the market is low for the product. We should decrease the return rates, so that there will be a constant growth every year.