**TECHNICAL REPORT ON THE RETAIL SALES DATA**

**Introduction**

The Retail Sales Dataset gotten from Kaggle provides an overview of retail transactions. The dataset includes information on customers, products, the order details, sales, and other relevant variables for the year 2003 to 2005. The main purpose of this review is to gain insights into the data and to identify potential areas for further analysis.

**Observations:**

The following are the several key insights identified during the assessment of the dataset:

1. Product Performance:

A preliminary analysis on product performance reveals that some categories of products like Classic Cars, Vintage Cars and Motorcycles outperforms other categories in terms of sales volume and revenue. This observation suggest that these product categories can serve as key areas for promotional efforts and inventory management.

1. Sales Percentage Trend Over Time:

Reviewing the sales performance over time shows a noticeable increase in sales in the year 2004 with a percentage of 47% compared to other years.

1. Sales Distribution by Country:

Analyzing sales distribution per country reveals variations in sales figure across the different countries. The data reveals that the top 5 countries leading in sales are U.S.A, Spain, France, Australia, and UK.

**Conclusion**

In summary, the initial exploration of the retail sales dataset has provided valuable insights into product performance, sales trend over time, and the geographical distribution of sales. Varying sales levels across different product categories were observed suggesting opportunities for targeted marketing and product refinement strategies. Analyzing sales percentages over time highlighted seasonal fluctuations and potential growth trends warrant further investigation.

Deeper dive into customer segmentation will be crucial to maximizing market opportunities and for informed sustainable business growth.

**Recommendations for further analysis**:

To enhance strategic decision making, further exploration is recommended in the following areas:

* Orders: Analysis on order volumes to identify peak periods and optimize inventory management.
* Deal size: investigate deal sizes to understand opportunities for upselling.
* Price: Conduct analysis on price to determine optimal pricing strategies for maximizing revenue,
* Territory: Evaluate sales performance across territories to allocate resources and identify top performing regions.
* City and sales Analysis: Explore sales patterns by city and state to tailor local marketing campaigns and improve geographical targeting.

I am currently interning with the HNG Internship program, which offers a robust platform for learning and growth in data analysis. For more information about the HNG internship and its offerings, please visit <https://hng.tech/internship> or https://hng.tech/hire.

Thanks for reading.