

Task Assignment: Sales Performance Analysis

Team Members:

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Objective:

Analyze the sales performance data of XYZ Company to identify key trends, growth opportunities, and areas of underperformance. Provide actionable insights to help the business improve its sales strategies in Q1 2025.

Deliverables:

1. **Descriptive Analysis:**
 - Summarize sales performance metrics for the past two years.
 - Include key performance indicators (KPIs) such as total sales, average order value, customer acquisition rates, and product category performance.
2. **Trend Analysis:**
 - Identify sales trends by time (monthly, quarterly) and location.
 - Highlight any seasonal variations or anomalies.
3. **Customer Segmentation:**
 - Perform segmentation based on customer demographics, purchase behavior, and preferences.
 - Suggest at least two target segments with potential for revenue growth.
4. **Visualization:**
 - Use data visualization tools to present the findings in a clear and engaging manner (e.g., charts, dashboards).
5. **Recommendations:**
 - Propose 3-5 strategies to enhance sales performance based on the analysis.

Tools and Resources:

- Tools: Excel, Tableau/Power BI, Python/R (optional).
- Data: Sales data file (shared via email).
- **Deadline:**

18th Jan.2025