

Global Sales Data Visualization

- Technologies Used: Power BI, Microsoft Excel
 - Created an interactive dashboard to analyse and visualize global sales data
- Collected, cleaned the sales data and developed interactive visualizations to track sales performance across different regions, products, and time periods.
- Implemented filters, drill-throughs, and slicers to allow users to explore data at various levels of detail.

Sales Dashboard



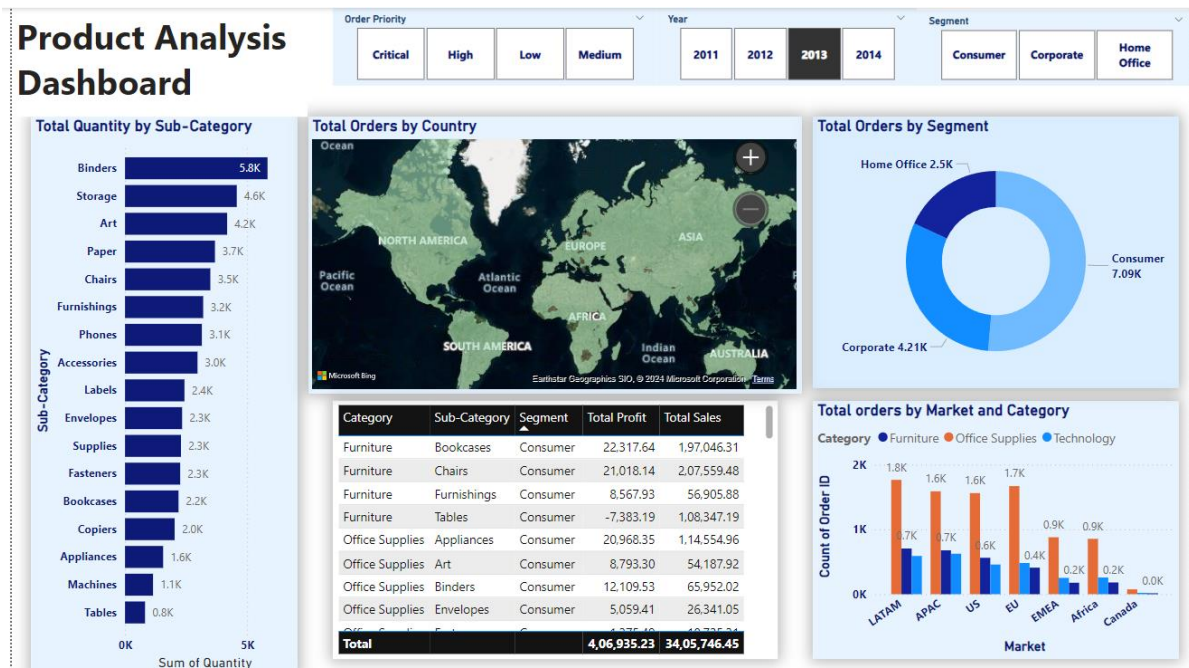
Insights:

- The highest sales are from the **Central** region, followed by **South** and **North** regions.
- Sales from regions like **Caribbean** and **Canada** are much lower compared to others.
- The **APAC** market leads in sales, followed closely by **EU** and **US**.
- **Office Supplies** has the highest profit margin at **16.15%**, while **Furniture** contributes **3.18%** and **Technology** **13.61%**.
- Categories like **Bookcases**, **Phones**, and **Storage** have higher total sales and profits compared to others.

Potential Recommendations:

- Focus on growing markets such as **APAC**, **EU**, and **US** where sales are highest.
- Consider strategies to boost sales in underperforming regions like **Canada** and the **Caribbean**.
- Explore ways to increase profit margins for **Furniture** sales, which has the lowest margin despite high sales volume.
- Leverage higher-performing sub-categories like **Phones** and **Storage** to drive both sales and profit growth.

Product Analysis Dashboard



Shipping Dashboard

- The highest quantity of products sold comes from **Binders (5.8K)**, followed by **Storage (4.6K)**, **Art (4.2K)**, and **Paper (3.7K)**.
- **Tables (0.8K)** and **Machines (1.1K)** have the lowest quantities sold, indicating they may not be as popular or in demand.
- **Consumer** segment dominates with **7.09K** orders, followed by **Corporate** with **4.21K** orders, and **Home Office** with **2.5K**.

- **Furniture (Bookcases)** for the **Consumer** segment shows the highest total profit of **22.3K** with sales of **1.97M**.
- In **Office Supplies, Appliances** and **Binders** contribute notable profits with good sales figures.
- The **LATAM** and **APAC** regions show the highest order counts across all categories.
- **Canada** and **Africa** have the lowest order counts, indicating underperformance or low market penetration in these regions.

Potential Opportunities:

- **Increase Focus on Low-Performing Categories:** Items such as **Tables, Machines,** and **Appliances** have low quantities sold, so marketing or sales strategies can be improved for these products.
- **Regional Expansion:** With **Africa** and **Canada** showing very few orders, there may be an opportunity to explore new strategies in these regions to increase penetration.
- **Corporate and Home Office Segments:** Although the consumer segment leads in total orders, **corporate** and **home office** segments still present valuable opportunities for growth, and they may benefit from targeted offers or improved services.

Sales Dashboard



Insights:

- **Office Supplies** consistently leads in shipping quantity across most months, with a significant peak in **October** and **December**.
- **First Class** shipping has the highest shipping cost across categories, with **Office Supplies** accounting for the largest share (**38K**).
- **APAC** and **EU** markets bear the highest shipping costs across all shipping modes. **APAC** is particularly high for **First Class** shipping (**32K**), while **EU** has significant costs across **Same Day** (**11K**) and **Second Class** (**24K**).
- **First Class** shipping has the highest quantity shipped (**6K units**), followed by **Second Class** with **5K units**, and **Same Day** shipping with **3K units**.
- **North Asia** and **APAC** have the highest average shipping costs, with **\$99.93** and **\$83.59** respectively, indicating that shipments to these regions are expensive, possibly due to distance or special handling requirements.

Potential Opportunities:

- North Asia and APAC regions have the highest shipping costs, particularly for First Class. Consider negotiating better rates with shipping partners for these regions or exploring regional warehousing options to reduce shipping distances and costs.
- Given that **Office Supplies** has consistently high shipping quantities, especially in **First Class**, negotiate volume discounts with shipping providers to reduce overall costs.
- The relatively low usage of **Same Day** shipping could indicate higher costs or limited availability. Explore partnerships with local couriers or regional delivery services to make **Same Day** shipping more viable for certain markets. This could increase customer satisfaction without inflating costs.
- Regions like **Canada** and **EMEA** have relatively lower shipping costs, making them potential areas to offer more **First Class** shipping or **Same Day** options to improve customer satisfaction and increase market penetration without significantly increasing costs.