

Business Analyst Career Program - Capstone Project

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Data Exploration

Dataset Summary

The dataset consists of financial data

from various Western countries, focusing on sales

and related metrics. Here are the key points:

Structure:

Total Entries: 700

Total Columns: 16

Segment	Country	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS	Profit	Date	Month Number	Month Name	Year
Government	Canada	Carretera	None	1618.5	\$3	\$20	\$32,370.0	\$0.00	\$32,370.00	\$16,185.0	\$16,185.00	01-01-2014	1	January	2014
Government	Germany	Carretera	None	1321	\$3	\$20	\$26,420.0	\$0.00	\$26,420.00	\$13,210.0	\$13,210.00	01-01-2014	1	January	2014
Midmarket	France	Carretera	None	2178	\$3	\$15	\$32,670.0	\$0.00	\$32,670.00	\$21,780.0	\$10,890.00	01-06-2014	6	June	2014
Midmarket	Germany	Carretera	None	888	\$3	\$15	\$13,520.0	\$0.00	\$13,520.00	\$8,880.0	\$4,440.00	01-06-2014	6	June	2014
Midmarket	Mexico	Carretera	None	2470	\$15	\$15	\$37,050.0	\$0.00	\$37,050.00	\$24,700.0	\$12,350.00	01-06-2014	6	June	2014
Government	Germany	Carretera	None	1513	\$3	\$350	\$5,29,550.0	\$0.00	\$5,29,550.00	\$3,93,380.0	\$1,36,170.00	01-12-2014	12	December	2014
Midmarket	Germany	Montana	None	921	\$5	\$15	\$13,815.0	\$0.00	\$13,815.00	\$9,210.0	\$4,605.00	01-03-2014	3	March	2014
Channel Partners	Canada	Montana	None	2518	\$5	\$12	\$30,216.0	\$0.00	\$30,216.00	\$7,554.0	\$22,662.00	01-06-2014	6	June	2014
Government	France	Montana	None	1899	\$5	\$20	\$37,980.0	\$0.00	\$37,980.00	\$18,990.0	\$18,990.00	01-06-2014	6	June	2014
Channel Partners	Germany	Montana	None	1545	\$5	\$12	\$18,540.0	\$0.00	\$18,540.00	\$4,635.0	\$13,905.00	01-06-2014	6	June	2014
Midmarket	Mexico	Montana	None	2470	\$5	\$15	\$37,050.0	\$0.00	\$37,050.00	\$24,700.0	\$12,350.00	01-06-2014	6	June	2014
Enterprise	Canada	Montana	None	2665.5	\$5	\$125	\$3,33,187.5	\$0.00	\$3,33,187.50	\$3,19,860.0	\$13,327.50	01-07-2014	7	July	2014
Small Business	Mexico	Montana	None	958	\$5	\$300	\$2,87,400.0	\$0.00	\$2,87,400.00	\$2,39,500.0	\$47,900.00	01-08-2014	8	August	2014
Government	Germany	Montana	None	2146	\$5	\$7	\$15,022.0	\$0.00	\$15,022.00	\$10,730.0	\$4,292.00	01-09-2014	9	September	2014
Enterprise	Canada	Montana	None	345	\$5	\$125	\$43,125.0	\$0.00	\$43,125.00	\$41,400.0	\$1,725.00	01-10-2013	10	October	2013
Midmarket	United States of America	Montana	None	615	\$5	\$15	\$9,225.0	\$0.00	\$9,225.00	\$6,150.0	\$3,075.00	01-12-2014	12	December	2014
Government	Canada	Paseo	None	292	\$10	\$20	\$5,840.0	\$0.00	\$5,840.00	\$2,920.0	\$2,920.00	01-02-2014	2	February	2014
Midmarket	Mexico	Paseo	None	974	\$10	\$15	\$14,610.0	\$0.00	\$14,610.00	\$9,740.0	\$4,870.00	01-02-2014	2	February	2014
Channel Partners	Canada	Paseo	None	2518	\$10	\$12	\$30,216.0	\$0.00	\$30,216.00	\$7,554.0	\$22,662.00	01-06-2014	6	June	2014
Government	Germany	Paseo	None	1006	\$10	\$350	\$3,52,100.0	\$0.00	\$3,52,100.00	\$2,61,560.0	\$90,540.00	01-06-2014	6	June	2014
Channel Partners	Germany	Paseo	None	367	\$10	\$12	\$4,404.0	\$0.00	\$4,404.00	\$1,101.0	\$3,303.00	01-07-2014	7	July	2014
Government	Mexico	Paseo	None	883	\$10	\$7	\$6,181.0	\$0.00	\$6,181.00	\$4,415.0	\$1,766.00	01-08-2014	8	August	2014
Midmarket	France	Paseo	None	549	\$10	\$15	\$8,235.0	\$0.00	\$8,235.00	\$5,490.0	\$2,745.00	01-09-2013	9	September	2013
Small Business	Mexico	Paseo	None	788	\$10	\$300	\$2,36,400.0	\$0.00	\$2,36,400.00	\$1,97,000.0	\$39,400.00	01-09-2013	9	September	2013
Midmarket	Mexico	Paseo	None	2472	\$10	\$15	\$37,080.0	\$0.00	\$37,080.00	\$24,720.0	\$12,360.00	01-09-2014	9	September	2014
Government	United States of America	Paseo	None	1143	\$10	\$7	\$8,001.0	\$0.00	\$8,001.00	\$5,715.0	\$2,286.00	01-10-2014	10	October	2014
Government	Canada	Paseo	None	1725	\$10	\$350	\$6,03,750.0	\$0.00	\$6,03,750.00	\$4,48,500.0	\$1,55,250.00	01-11-2013	11	November	2013
Channel Partners	United States of America	Paseo	None	912	\$10	\$12	\$10,944.0	\$0.00	\$10,944.00	\$2,736.0	\$8,208.00	01-11-2013	11	November	2013
Midmarket	Canada	Paseo	None	2152	\$10	\$15	\$32,280.0	\$0.00	\$32,280.00	\$21,520.0	\$10,760.00	01-12-2013	12	December	2013
Government	Canada	Paseo	None	1817	\$10	\$20	\$36,340.0	\$0.00	\$36,340.00	\$18,170.0	\$18,170.00	01-12-2014	12	December	2014
Government	Germany	Paseo	None	1513	\$10	\$350	\$5,29,550.0	\$0.00	\$5,29,550.00	\$3,93,380.0	\$1,36,170.00	01-12-2014	12	December	2014
Government	Mexico	Velo	None	1493	\$120	\$7	\$10,451.0	\$0.00	\$10,451.00	\$7,465.0	\$2,986.00	01-01-2014	1	January	2014

Segments and Products: The dataset includes different market segments and product types.

Financial Metrics: Includes various financial metrics such as gross sales, discounts, net sales, cost of goods sold, and profit.

Temporal Data: The data spans various dates, with specific columns for month and year, indicating potential for time-series analysis.

Sample Data:

The first few rows indicate sales data from different countries for the product "Carretera" with no discounts applied. The manufacturing price, sale price, and other financial metrics are recorded alongside the date of sale.

This dataset provides a comprehensive view of the financial performance across different market segments and countries, suitable for detailed financial analysis and reporting.

Statistical Analysis using Excel

The table provides key descriptive statistics for various financial metrics over 700 data points. It includes:

Units Sold: Mean of 1608.29, range from 200 to 4492.5.

Manufacturing Price: Mean of 96.48, range from 3 to 260.

Sale Price: Mean of 118.43, range from 7 to 350.

Gross Sales: Mean of 182,759.43, range from 1799 to 1,207,500.

Discounts: Mean of 13,150.35, range from 0 to 149,677.5.

Sales: Mean of 169,609.07, range from 1655.08 to 1,159,200.

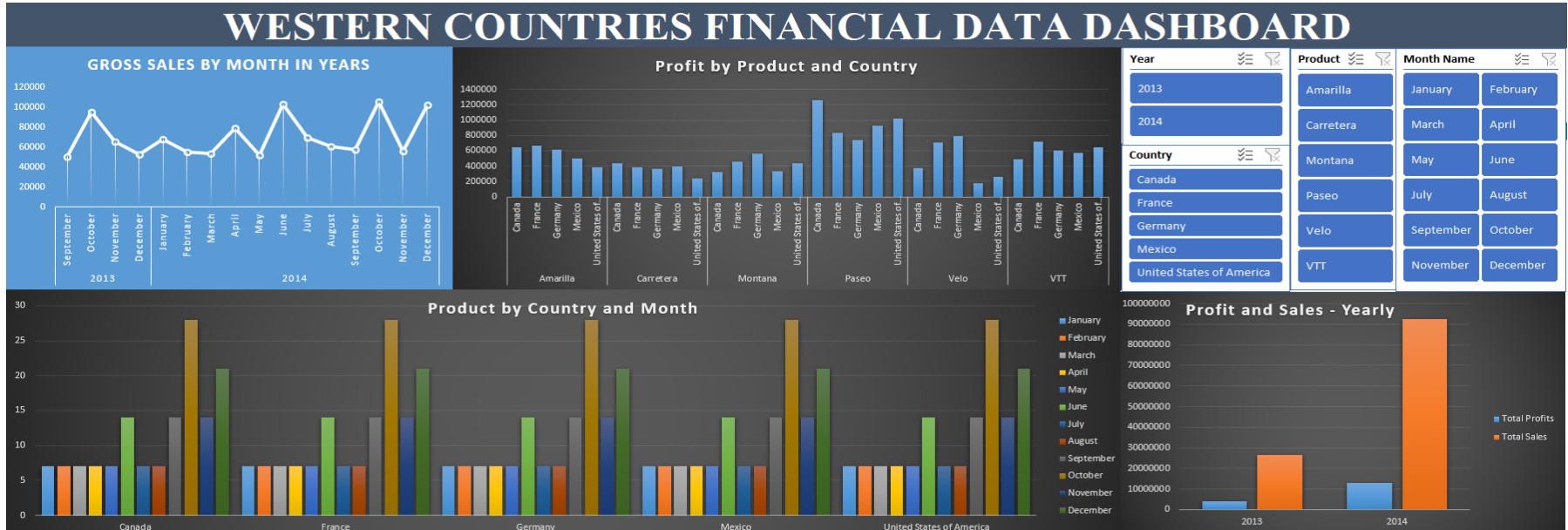
COGS (Cost of Goods Sold): Mean of 145,475.21, range from 918 to 951,523.

Profit: Mean of 24,133.86, range from 40,617 to 262,200.

These statistics include measures such as mean, median, mode, standard deviation, and range, offering a comprehensive overview of the data distribution.

F20	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Units Sold		Manufacturing Price		Sale Price		Gross Sales		Discounts		Sales		COGS		Profit	
2	Mean	1608.29429	Mean	96.4771429	Mean	118.428571	Mean	182759.426	Mean	13150.3546	Mean	169609.072	Mean	145475.211	Mean	24133.860
3	Standard Error	32.7856914	Standard Error	4.1049291	Standard Error	5.16962853	Standard Error	9610.21103	Standard Error	867.917122	Standard Error	8947.4149	Standard Error	7705.39186	Standard Error	1616.1997
4	Median	1542.5	Median	10	Median	20	Median	37980	Median	2585.25	Median	35540.2	Median	22506.25	Median	9242
5	Mode	727	Mode	10	Mode	20	Mode	37050	Mode	0	Mode	32670	Mode	17430	Mode	
6	Standard Deviation	867.427859	Standard Deviation	108.602612	Standard Deviation	136.775515	Standard Deviation	254262.284	Standard Deviation	22962.9288	Standard Deviation	236726.347	Standard Deviation	203865.506	Standard Deviation	42760.626
7	Sample Variance	752431.091	Sample Variance	11794.5274	Sample Variance	18707.5414	Sample Variance	6.4649E+10	Sample Variance	527296089	Sample Variance	5.6039E+10	Sample Variance	4.1561E+10	Sample Variance	182847118
8	Kurtosis	-0.315318	Kurtosis	-1.4289627	Kurtosis	-1.17678901	Kurtosis	2.05430558	Kurtosis	7.90571244	Kurtosis	2.18863309	Kurtosis	1.60846297	Kurtosis	8.6786162
9	Skewness	0.43615356	Skewness	0.59258395	Skewness	0.77128187	Skewness	1.67392166	Skewness	2.68503894	Skewness	1.69629522	Skewness	1.54904756	Skewness	2.7321512
10	Range	4292.5	Range	257	Range	343	Range	1205701	Range	149677.5	Range	1157544.9	Range	949707	Range	302817
11	Minimum	200	Minimum	3	Minimum	7	Minimum	1799	Minimum	0	Minimum	1655.08	Minimum	918	Minimum	40617
12	Maximum	4492.5	Maximum	260	Maximum	350	Maximum	1207500	Maximum	149677.5	Maximum	1159200	Maximum	950625	Maximum	26220
13	Sum	1125800	Sum	67534	Sum	82900	Sum	127931599	Sum	9205248.24	Sum	118726350	Sum	101832648	Sum	16893702
14	Count	700	Count	700	Count	700	Count	700	Count	700	Count	700	Count	700	Count	700
1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Segment	Country	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS	Profit	Date	Month Number	Month Name	Year
2	Channel Partners	Canada	Paseo	None	2518	\$10	\$12	\$30,216.0	\$0.00	\$30,216.0	\$7,554.0	\$22,662.00	01-06-2014	6	June	2014
21	Government	Germany	Paseo	None	1006	\$10	\$350	\$3,52,100.0	\$0.00	\$3,52,100.0	\$2,61,560.0	\$90,540.00	01-06-2014	6	June	2014
22	Channel Partners	Germany	Paseo	None	367	\$10	\$12	\$4,404.0	\$0.00	\$4,404.0	\$1,101.0	\$3,303.00	01-07-2014	7	July	2014
23	Government	Mexico	Paseo	None	883	\$10	\$7	\$6,181.0	\$0.00	\$6,181.0	\$4,415.0	\$1,766.00	01-08-2014	8	August	2014
24	Midmarket	France	Paseo	None	549	\$10	\$15	\$8,235.0	\$0.00	\$8,235.0	\$5,490.0	\$2,745.00	01-09-2013	9	September	2013
25	Small Business	Mexico	Paseo	None	788	\$10	\$300	\$2,36,400.0	\$0.00	\$2,36,400.0	\$1,97,000.0	\$39,400.00	01-09-2013	9	September	2013
26	Midmarket	Mexico	Paseo	None	2472	\$10	\$15	\$37,080.0	\$0.00	\$37,080.0	\$24,720.0	\$12,360.00	01-09-2014	9	September	2014
27	Government	United States of America	Paseo	None	1143	\$10	\$7	\$8,001.0	\$0.00	\$8,001.0	\$5,715.0	\$2,286.00	01-10-2014	10	October	2014
28	Government	Canada	Paseo	None	1725	\$10	\$350	\$6,08,790.0	\$0.00	\$6,08,790.0	\$4,48,500.0	\$1,55,290.00	01-11-2013	11	November	2013
29	Channel Partners	United States of America	Paseo	None	912	\$10	\$12	\$10,944.0	\$0.00	\$10,944.0	\$2,736.0	\$8,208.00	01-11-2013	11	November	2013
30	Midmarket	Canada	Paseo	None	2152	\$10	\$15	\$32,280.0	\$0.00	\$32,280.0	\$21,520.0	\$10,760.00	01-12-2013	12	December	2013
31	Government	Canada	Paseo	None	1817	\$10	\$20	\$36,340.0	\$0.00	\$36,340.0	\$18,170.0	\$18,170.00	01-12-2014	12	December	2014
32	Government	Germany	Paseo	None	1513	\$10	\$350	\$5,29,550.0	\$0.00	\$5,29,550.0	\$3,93,380.0	\$1,36,170.00	01-12-2014	12	December	2014
33	Government	Mexico	Velo	None	1493	\$120	\$7	\$10,451.0	\$0.00	\$10,451.0	\$7,465.0	\$2,986.00	01-01-2014	1	January	2014
34	Enterprise	France	Velo	None	1804	\$120	\$125	\$2,25,500.0	\$0.00	\$2,25,500.0	\$2,16,480.0	\$9,020.00	01-02-2014	2	February	2014
35	Channel Partners	Germany	Velo	None	2161	\$120	\$12	\$25,932.0	\$0.00	\$25,932.0	\$6,483.0	\$19,449.00	01-03-2014	3	March	2014
36	Government	Germany	Velo	None	1006	\$120	\$350	\$3,52,100.0	\$0.00	\$3,52,100.0	\$2,61,560.0	\$90,540.00	01-06-2014	6	June	2014
37	Channel Partners	Germany	Velo	None	1545	\$120	\$12	\$18,540.0	\$0.00	\$18,540.0	\$4,635.0	\$13,905.00	01-06-2014	6	June	2014
38	Enterprise	United States of America	Velo	None	2821	\$120	\$125	\$3,52,625.0	\$0.00	\$3,52,625.0	\$3,38,520.0	\$14,105.00	01-08-2014	8	August	2014
39	Enterprise	Canada	Velo	None	345	\$120	\$125	\$43,125.0	\$0.00	\$43,125.0	\$41,400.0	\$1,725.00	01-10-2013	10	October	2013
40	Small Business	Canada	VTT	None	2001	\$250	\$300	\$6,00,300.0	\$0.00	\$6,00,300.0	\$5,00,250.0	\$1,00,050.00	01-02-2014	2	February	2014
41	Channel Partners	Germany	VTT	None	2838	\$250	\$12	\$4,056.0	\$0.00	\$4,056.0	\$8,514.0	\$25,542.00	01-04-2014	4	April	2014
42	Midmarket	France	VTT	None	2178	\$250	\$15	\$32,670.0	\$0.00	\$32,670.0	\$21,780.0	\$10,890.00	01-06-2014	6	June	2014
43	Midmarket	Germany	VTT	None	888	\$250	\$15	\$13,320.0	\$0.00	\$13,320.0	\$8,880.0	\$4,440.00	01-06-2014	6	June	2014
44	Government	France	VTT	None	1527	\$250	\$350	\$5,34,450.0	\$0.00	\$5,34,450.0	\$3,97,020.0	\$1,37,430.00	01-09-2013	9	September	2013
45	Small Business	France	VTT	None	2151	\$250	\$300	\$6,45,300.0	\$0.00	\$6,45,300.0	\$5,37,750.0	\$1,07,550.00	01-09-2014	9	September	2014
46	Government	Canada	VTT	None	1817	\$250	\$20	\$36,340.0	\$0.00	\$36,340.0	\$18,170.0	\$18,170.00	01-12-2014	12	December	2014
47	Government	France	Amarilla	None	2750	\$260	\$350	\$9,62,500.0	\$0.00	\$9,62,500.0	\$7,15,000.0	\$2,47,500.00	01-02-2014	2	February	2014
48	Channel Partners	United States of America	Amarilla	None	1953	\$260	\$12	\$23,436.0	\$0.00	\$23,436.0	\$5,859.0	\$17,577.00	01-04-2014	4	April	2014
49	Enterprise	Germany	Amarilla	None	42185	\$260	\$125	\$5,27,437.5	\$0.00	\$5,27,437.5	\$5,06,340.0	\$21,097.00	01-04-2014	4	April	2014
50	Government	France	Amarilla	None	1899	\$260	\$20	\$37,980.0	\$0.00	\$37,980.0	\$18,990.0	\$18,990.00	01-06-2014	6	June	2014
51	Government	Germany	Amarilla	None	1686	\$260	\$7	\$11,802.0	\$0.00	\$11,802.0	\$8,430.0	\$3,372.00	01-07-2014	7	July	2014
52	Channel Partners	United States of America	Amarilla	None	2141	\$260	\$12	\$25,692.0	\$0.00	\$25,692.0	\$6,423.0	\$19,269.00	01-08-2014	8	August	2014
53	Government	United States of America	Amarilla	None	1143	\$260	\$7	\$8,001.0	\$0.00	\$8,001.0	\$5,715.0	\$2,286.00	01-10-2014	10	October	2014
54	Midmarket	United States of America	Amarilla	None	615	\$260	\$15	\$9,225.0	\$0.00	\$9,225.0	\$6,150.0	\$3,075.00	01-12-2014	12	December	2014
55	Government	France	Rasen	Low	9845	\$10	\$7	\$27,615.0	\$276.15	\$27,338.85	\$19,725.0	\$7,613.85	01-01-2014	1	January	2014

Graphical Analysis using Excel



The image shows a dashboard of financial data for Western countries. The dashboard includes various charts and tables to visualize profit and sales data by product, country, and month. The dashboard shows that sales are highest in Canada and the United States, and the highest-selling product is “Paseo”.

Insert the given data into the SQL server

The image shows a multi-step process for importing data from an Excel file into a SQL Server database using the SQL Server Import and Export Wizard.

Choose a Data Source: The wizard is set to import from a Microsoft Excel file located at `C:\Users\jyoth\OneDrive\Desktop\Sudheer\SKILL ACADEMY\Capstone\Western Cou`. The Excel version is set to Microsoft Excel 2016. The first row contains column names.

Column Mappings: The wizard maps columns from the Excel file to the destination table. The source columns are: Segment, Country, Product, Discount Band, Units Sold, Manufacturing Pr., Sale Price, Gross Sales, Discounts, Sales, COGS, Profit, Date, Month Number, Month Name, and Year. The destination columns are: Segment VarChar (255), Country, Product, Discount Band, Units Sold, Manufacturing Pr., Sale Price, Gross Sales, Discounts, Sales, COGS, Profit, Date, Month Number, Month Name, and Year. The mappings are as follows:

Source	Destination	Type	Nullable	Size	Precision	Scale
Segment	Segment	nvarchar	✓	255		
Country	Country	nvarchar	✓	255		
Product	Product	nvarchar	✓	255		
Discount Band	Discount Band	nvarchar	✓	255		
Units Sold	Units Sold	float	✓			
Manufacturing Pr.	Manufacturing Pr.	money	✓			
Sale Price	Sale Price	money	✓			
Gross Sales	Gross Sales	money	✓			
Discounts	Discounts	money	✓			
Sales	Sales	money	✓			
COGS	COGS	money	✓			
Profit	Profit	money	✓			
Date	Date	datetime	✓			
Month Number	Month Number	float	✓			
Month Name	Month Name	nvarchar	✓	255		
Year	Year	nvarchar	✓	255		

Execution Results: The execution was successful. The summary shows 11 Total, 0 Error, and 11 Success. The details show the following actions:

Action	Status	Message
Initializing Data Flow Task	Success	
Initializing Connections	Success	
Setting SQL Command	Success	
Setting Source Connection	Success	
Setting Destination Connection	Success	
Validating	Success	
Prepare for Execute	Success	
Pre-execute	Success	
Executing	Success	
Copying to [dbo].[Sheet15]	Success	700 rows transferred
Post-execute	Success	

SQL Query: The query executed in the SQL Server Enterprise console is:

```
select count(*) as TotalRecords from Financials
```

Results: The query results show a single row with the value 700 for TotalRecords.

Object Explorer: The Object Explorer shows the database structure, including the Financials table.

Import the Data from the SQL Database into Power BI

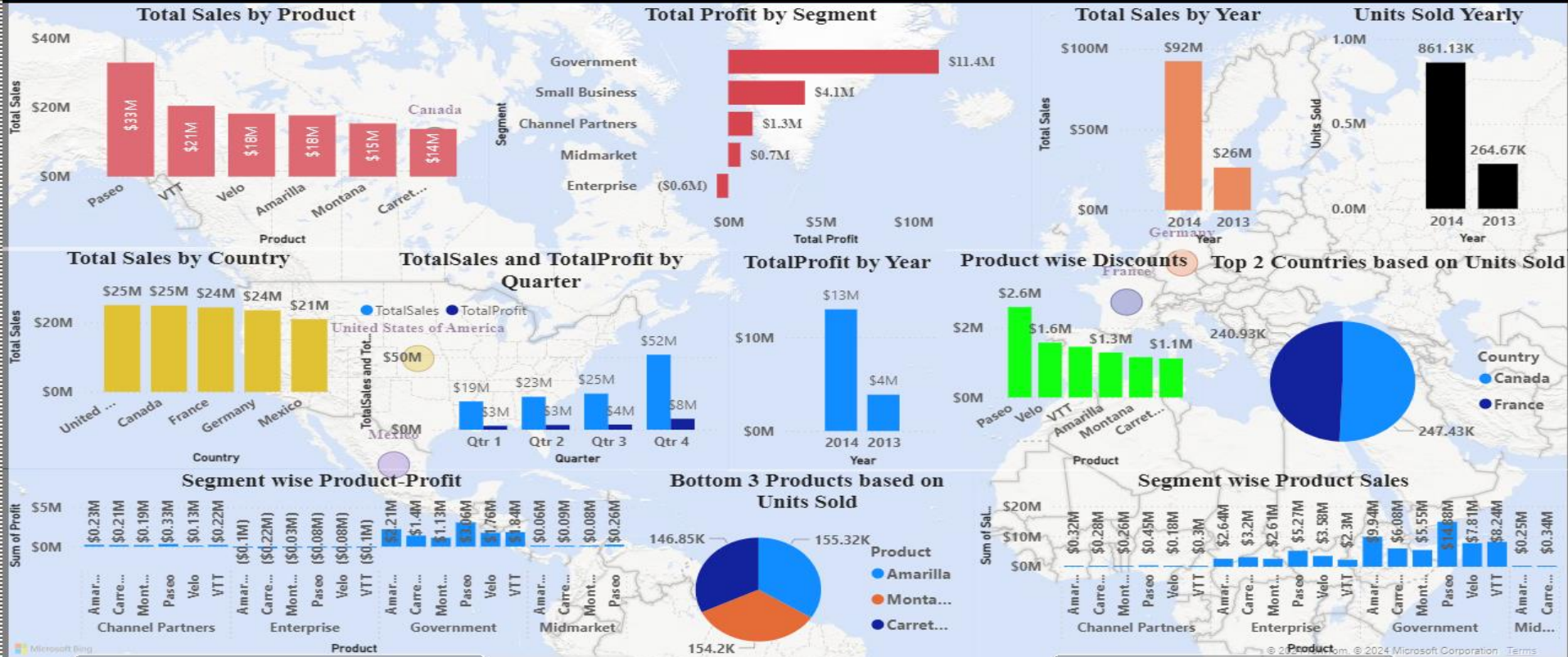
The screenshot displays the Power BI Desktop interface. On the left, the 'Navigator' pane shows the 'Financials' table selected. The main area shows the 'Table Tools' ribbon with options like 'Mark as date table', 'Manage relationships', 'New measure', 'Quick measure', and 'New table'. Below the ribbon, a data table is visible, showing columns for Segment, Country, Product, Discount Band, Units Sold, Manufacturing Price, Sale Price, Gross Sales, Discounts, Sales, and COGS. The table contains data for various segments and countries, including Government, Midmarket, and Small Business, across different products and discount bands.

Segment	Country	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS
Government	Canada	Carretera	None	2028.5	3.00	20.00	32,370.00	0.00	32,370.00	16
Government	Germany	Carretera	None	1322	3.00	20.00	26,420.00	0.00	26,420.00	13
Midmarket	France	Carretera	None	2279	3.00	15.00	32,670.00	0.00	32,670.00	21
Midmarket	Germany	Carretera	None	889	3.00	15.00	13,320.00	0.00	13,320.00	8
Midmarket	Mexico	Carretera	None	2470	3.00	15.00	37,050.00	0.00	37,050.00	24
Government	Germany	Carretera	None	2553	3.00	350.00	5,25,550.00	0.00	5,25,550.00	3,95
Midmarket	Germany	Montana	None	922	5.00	15.00	13,815.00	0.00	13,815.00	9
Channel Partners	Canada	Montana	None	2558	5.00	12.00	30,216.00	0.00	30,216.00	7
Government	France	Montana	None	1899	5.00	20.00	37,980.00	0.00	37,980.00	18
Channel Partners	Germany	Montana	None	1245	5.00	12.00	18,540.00	0.00	18,540.00	4
Midmarket	Mexico	Montana	None	2470	5.00	15.00	37,050.00	0.00	37,050.00	24
Enterprise	Canada	Montana	None	2665.5	5.00	125.00	3,33,187.50	0.00	3,33,187.50	3,28
Small Business	Mexico	Montana	None	958	5.00	300.00	2,87,400.00	0.00	2,87,400.00	2,38
Government	Germany	Montana	None	2146	5.00	7.00	15,022.00	0.00	15,022.00	20
Enterprise	Canada	Montana	None	345	5.00	125.00	43,125.00	0.00	43,125.00	43
Midmarket	United States of America	Montana	None	615	5.00	15.00	9,225.00	0.00	9,225.00	6
Government	Canada	Paseo	None	292	10.00	20.00	5,840.00	0.00	5,840.00	2
Midmarket	Mexico	Paseo	None	974	10.00	15.00	14,610.00	0.00	14,610.00	9
Channel Partners	Canada	Paseo	None	2558	10.00	12.00	30,216.00	0.00	30,216.00	7
Government	Germany	Paseo	None	1006	10.00	350.00	3,52,100.00	0.00	3,52,100.00	2,64
Channel Partners	Germany	Paseo	None	367	10.00	12.00	4,404.00	0.00	4,404.00	1
Government	Mexico	Paseo	None	883	10.00	7.00	6,181.00	0.00	6,181.00	4
Midmarket	France	Paseo	None	549	10.00	15.00	8,235.00	0.00	8,235.00	5
Small Business	Mexico	Paseo	None	788	10.00	300.00	2,36,400.00	0.00	2,36,400.00	1,97
Midmarket	Mexico	Paseo	None	2472	10.00	15.00	37,080.00	0.00	37,080.00	24
Government	United States of America	Paseo	None	1143	10.00	7.00	8,001.00	0.00	8,001.00	5
Government	Canada	Paseo	None	1725	10.00	350.00	6,03,750.00	0.00	6,03,750.00	4,48
Channel Partners	United States of America	Paseo	None	912	10.00	12.00	10,944.00	0.00	10,944.00	2

Connected SQL Server with Power BI and loaded the data into POWER BI, Data Cleansing is performed in Transform Data Tab and made some required adjustments to the data.

Interactive Dashboard by using visualization tools

WESTERN COUNTRIES FINANCIAL DATA DASHBOARD



Conclusion and Inferences

- Seasonal Sales Trends: Sales peak during certain months, indicating seasonal demand.
- Product and Regional Performance: Different products excel in different countries, reflecting localized preferences.
- Yearly Growth: Significant increases in sales and profits from 2013 to 2014 show effective growth strategies.
- Top Products: 'Paseo' and 'Velo' are the best-sellers, while 'Amarilla,' 'Montana,' and 'Carretera' are the least sold.
- Profit by Segment: Government segment is highly profitable, enterprise segment incurs losses.
- Regional Sales: The U.S. leads in sales, followed by Canada and France, indicating strong market presence.
- Quarterly Sales Consistency: Sales and profits are consistent across quarters with slight increases in Q4.
- Discount Strategies: Tailored discounts boost sales for specific products.
- Market Segments: Government and Small Business segments contribute significantly to sales.

Reference Links:-

[Github](#) Link for EXCEL and POWER BI files.

THANK YOU!