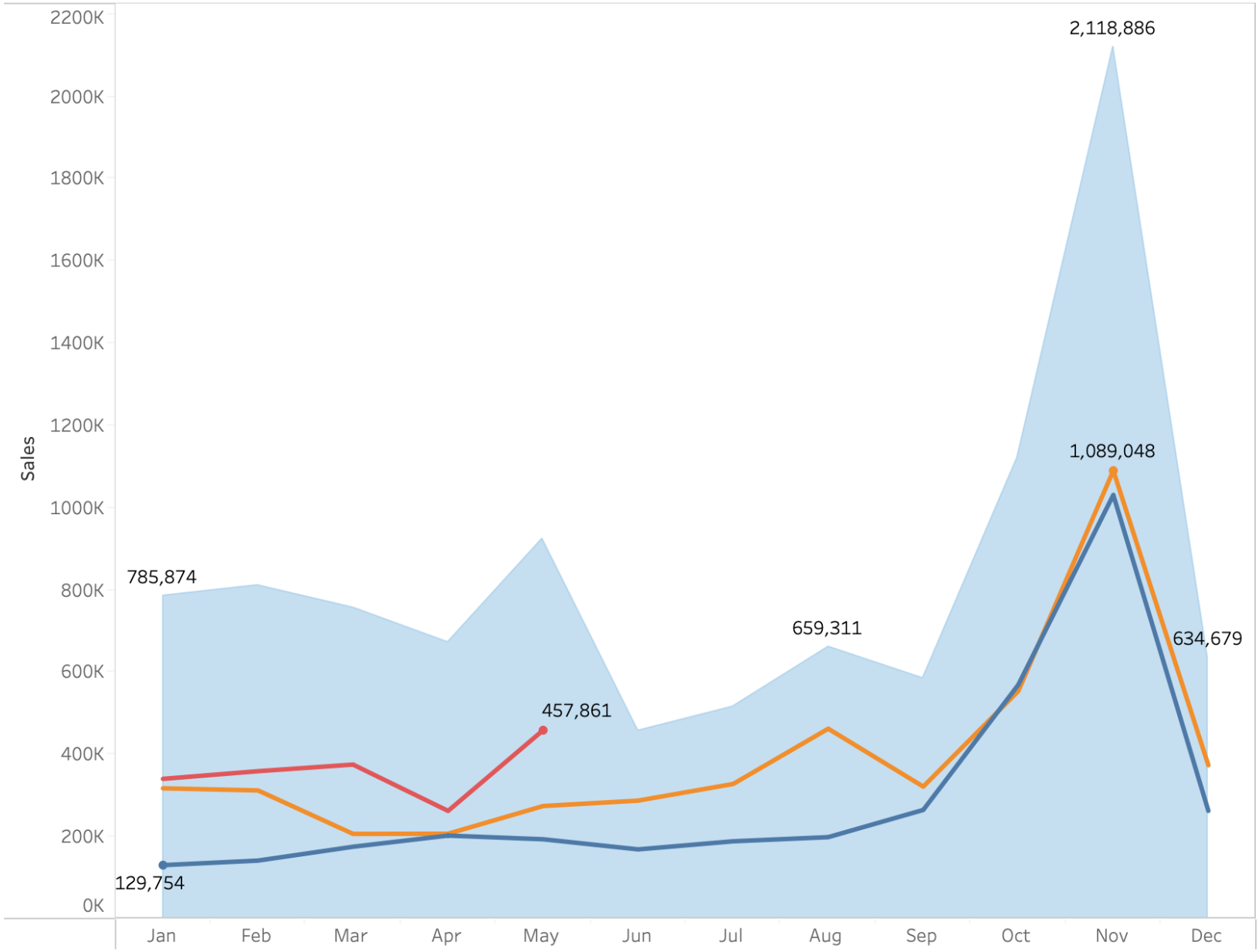
Thursday July 24, 2025

Sales Analysis report

For: XYZ Company

Total sales vs yearly sales in different months

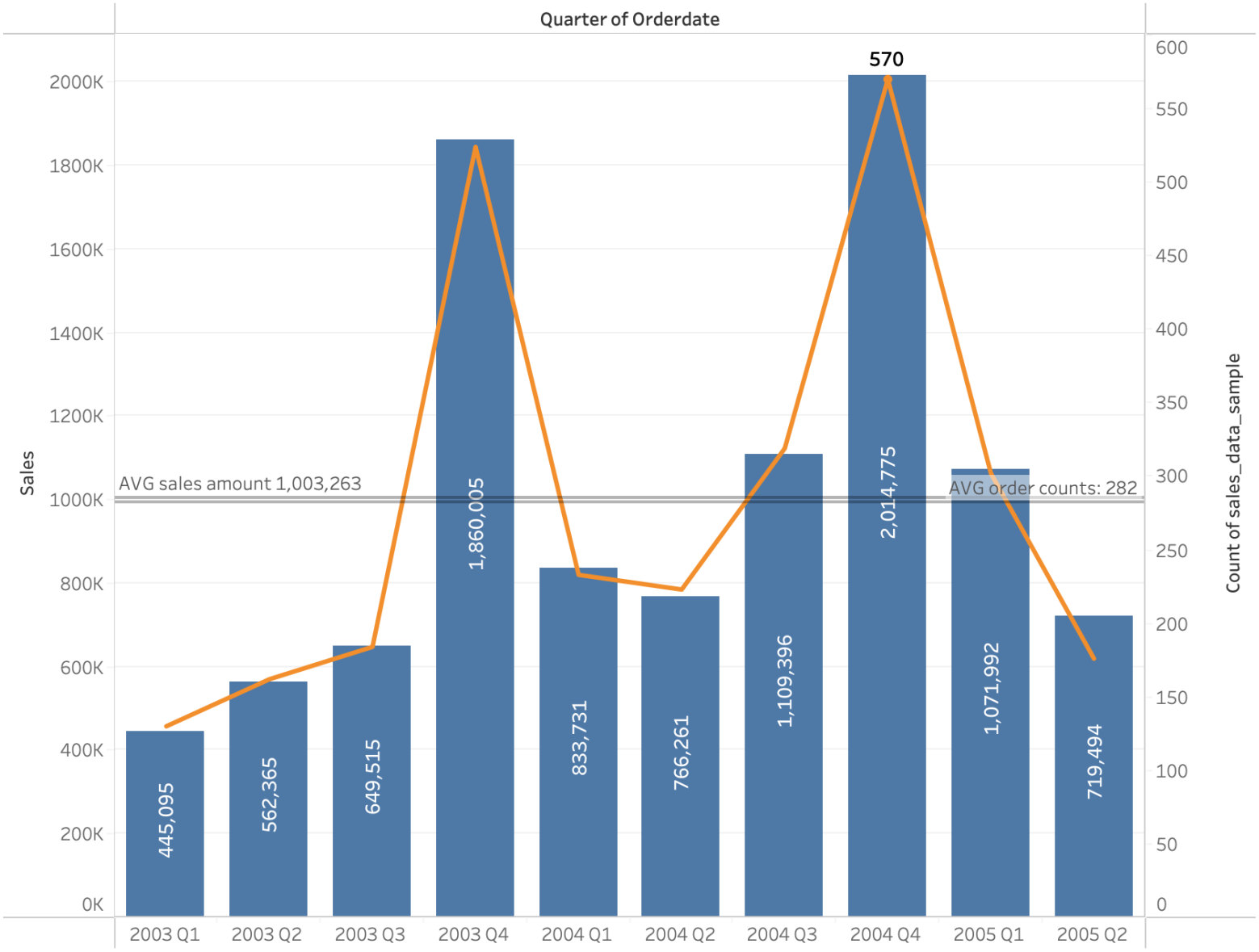


The trends of sum of Sales and sum of Sales for Month names. The marks are labeled by sum of Sales. For pane Sum of Sales (2): Color shows details about Year Id.

Key Insight:

Sales amount demonstrates clear seasonal pattern with significant sales spike in November while it remains uniform during other months

Quarterly sales

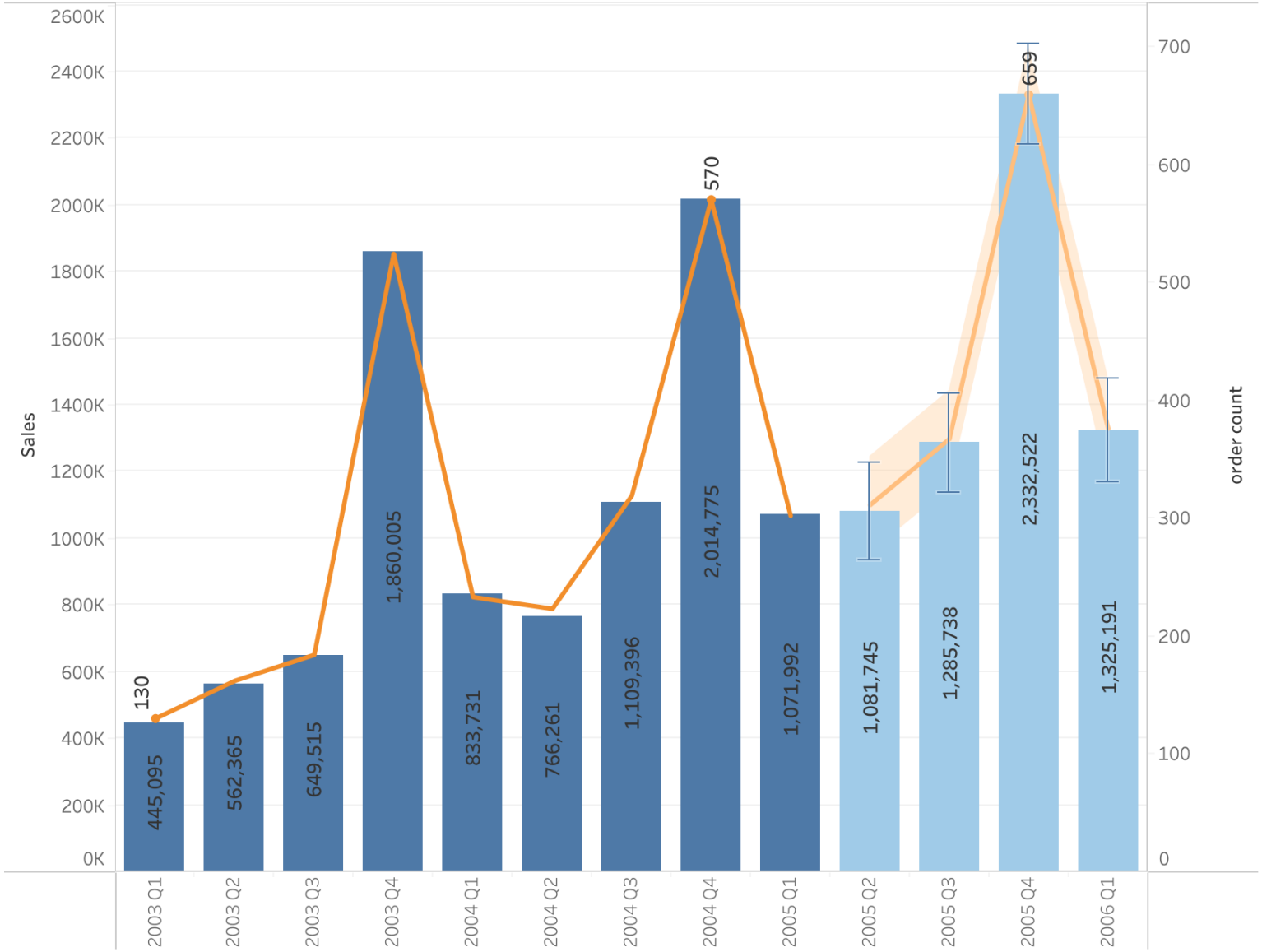


The trends of Sales and count of sales_data_sample for Orderdate Quarter. Color shows details about Sales and count of sales_data_sample. For pane Sum of Sales: The marks are labeled by Sales. For pane Count of sales_data_sample: The marks are labeled by count of sales_data_sample.

Key Insight:

- AVG quarterly sales amount is 1,003,263 and AVG quarterly sales counts is 282.
- Demonstrating overall growing sales trend even with seasonal highs and low.

Quarterly sales and forecast

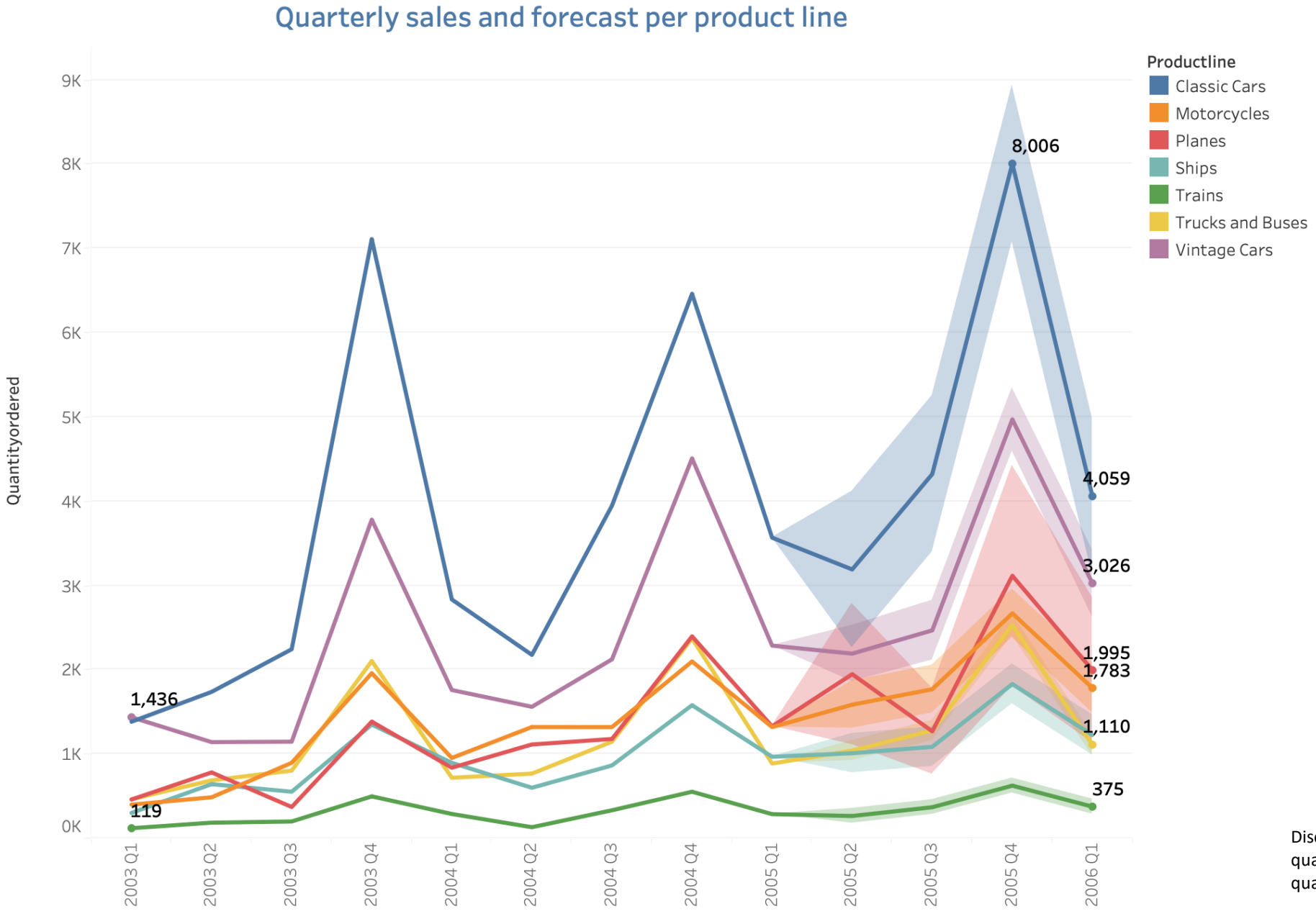


Measure Names, Forecast indicator
- Sales, Actual
- Sales, Estimate
- order count, Actual
- order count, Estimate

The trends of Sales and order count for Orderdate Quarter. Color shows details about Sales, order count and Forecast indicator. For pane Sum of Sales (actual & forecast) : The marks are labeled by Sales. For pane Order count (actual & forecast) : The marks are labeled by order count.

Key Insight:

Forecasted to achieve new peak of 659 orders and sales amount of 2,332,522 in Quarter 4 of 2005.



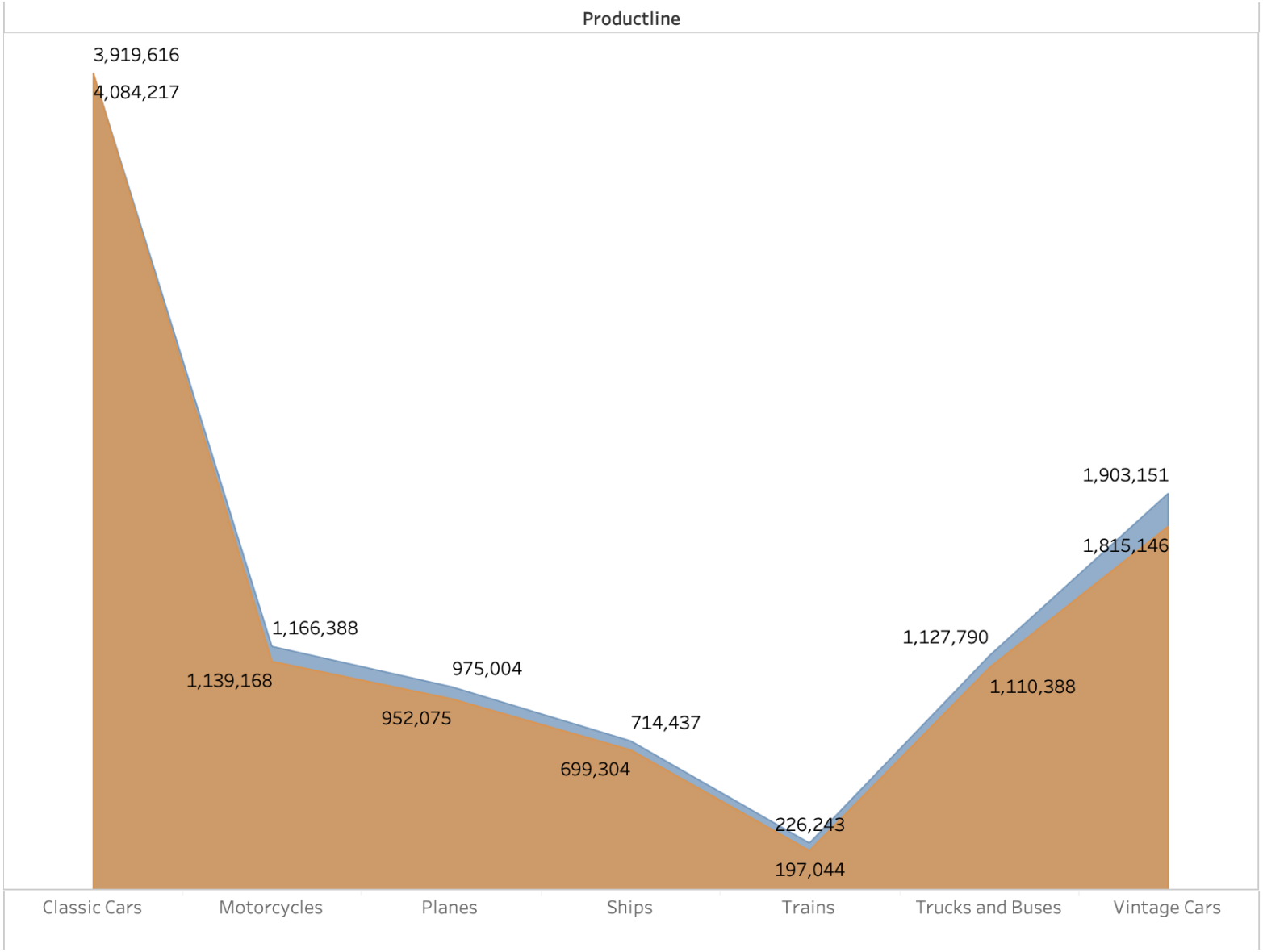
The trend of sum of Quantityordered (actual & forecast) for Orderdate Quarter. Color shows details about Productline. The marks are labeled by sum of Quantityordered (actual & forecast) .

Key Insight:

All product line are forecasted to increase in sales quantity compared to previous periods.

Disclaimer: This is only slide that counts order qualtity using "QUANTITYORDERED" Column to get quantity ordered for each productline

Actual sales vs MSRP estimated sales comparison



Sales and sales based on msrp for each Productline. Color shows details about Sales and sales based on msrp. For pane Sum of Sales: The marks are labeled by Sales. For pane Sum of sales based on msrp: The marks are labeled by sales based on msrp.

Key Insights:

Overall we are selling at higher rate than the MSRP (Manufacturer's Suggested Retail Price)

Sales count and amount per country

Country	order count	
USA	1,004	3,627,983
Spain	342	1,215,687
France	314	1,110,917
Australia	185	630,623
UK	144	478,880
Italy	113	374,674
Finland	92	329,582
Norway	85	307,464
Singapore	79	288,488
Denmark	63	245,637
Canada	70	224,079
Germany	62	220,472
Sweden	57	210,014
Austria	55	202,063
Japan	52	188,168
Switzerland	31	117,714
Belgium	33	108,413
Philippines	26	94,016
Ireland	16	57,756

Sum of Sales for each order count broken down by Country. The marks are labeled by sum of Sales.

Key Insights:

USA dwarfs other countries in terms of total sales quantity as well as total sales amount

Thankyou !