**Insights for sales data (2020-2023)set analysis**

**Context:**

**The primary goal is to provide productive insights to create new opportunity and improvement for the clients with a help of sales dataset analysis 2020-2023 by highlighting the performances and recent trend on sales data.**

**Analysis**

**Data collection& cleaning:**

**With a help of power query, data has been cleaned by formatting, removing the blank rows, separating the columns makes a better view which in turn gives only the data to be taken into consideration.**

**Techniques used:**

**There were major techniques used which helps to get an overall view of the products or any particular product nor selection like pivot table, charts, slicer, timelines.**

**Findings:**

**1.At the point of sales there is more selling than online orders.**

**2.The highest quantity sales happens in the second quarter and the September month has high sales comparatively. There is steady growth rate from 2020-2023.**

**3.The returns are more in the online orders.**

**4.Best performing product types are Baby formula, feeding and weaning followed by bathing and skin care.**

**5.The lowest sales are evident in the baby activity, toys and games.**

**Conclusion**

Recommendation:

More focus on the baby products like toys, games, gifts as the sales were really low compared to other products. Could cut off the discounts improve on other products which are above par.

The offline sales were huge and online sales could be promoted, shipping could be made in a customer friendly way and returns should be picked up early and queries could be addressed quickly.

Discounts could be given additionally to the products in the subsequent months of September and December.