



Sales Performance Analysis

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Objective

- Performed correlation, trend analysis, ranking analysis, and comparison analysis
- Understand how sales, profit, and quantity have evolved over 3 years
- Pinpoint high-performing regions, categories, and sub-categories
- Highlight drivers of growth and profitability
- Provide business leaders with an interactive dashboard for forecasting and strategy

Dataset Overview

- Source: Company sales order dataset
- Duration: 3 years
- Key Columns: row_id, order_id, order_date, ship_date, ship_mode, customer_id, customer_name, segment, country, city, state, postal_code, region, product_id, category, sub_category, product_name, sales, quantity, discount, profit.
- Sheets used: Correlation, Trend Analysis, Comparison Analysis, Ranking Analysis, Dashboard

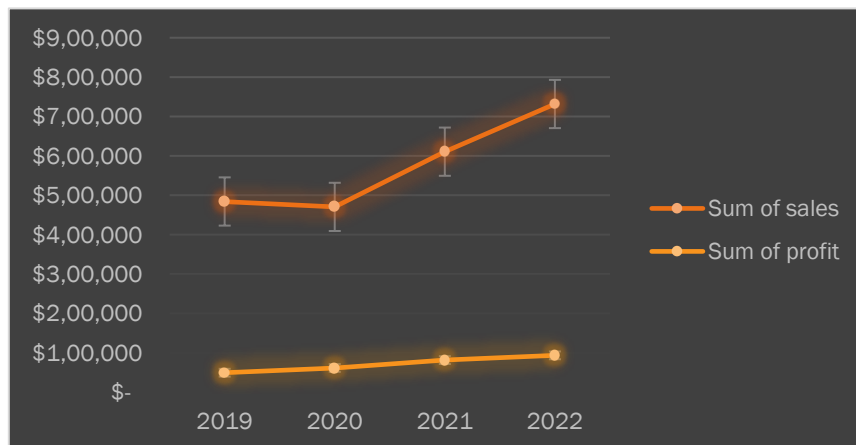
Correlation:

<i>Column</i>	<i>sales</i>	<i>profit</i>
sales	1	
profit	0.479064	1

There is a moderate positive correlation between Sales & Profit

Trend / Time Series Analysis :

YEAR	SALES	PROFIT
2019	\$ 4,84,247	\$ 49,544
2020	\$ 4,70,533	\$ 61,619
2021	\$ 6,10,687	\$ 81,614
2022	\$ 7,31,733	\$ 93,621
Grand Total	\$ 22,97,201	\$ 2,86,397



INSHITS

1. Consistent Growth:

Sales and profit have shown a steady **year-on-year increase from 2020 to 2022**, indicating strong overall business performance.

2. Profit Outpaced Sales in 2020:

In 2020, sales slightly declined, but profit increased — suggesting better **cost management or higher margins**.

3. 2022 Was the Best Year:

Both **sales (₹7.31L)** and **profit (₹93.6K)** peaked in 2022, making it the **most successful year** in terms of revenue and profitability

Comparison Analysis:

Region	Total Sales	Total Profit	Key Observation
Central	₹ 5,01,240	₹ 39,706	Lowest sales & profit
East	₹ 6,78,781	₹ 91,523	Strong growth in profit
South	₹ 3,91,722	₹ 46,749	Moderate performance
West	₹ 7,25,458	₹ 1,08,418	Highest performer



Insights:

1. **West Region Outperformed Others :-** Total Sales (2019–2022): \$725,457.82 Total Profit: \$108,418.45. West showed the highest total sales and profit among all four regions. It consistently increased in both metrics year over year, peaking in 2022.
2. **East Region Had High Profitability Growth :** - Total Profit (2019–2022): \$91,522.78 (2nd highest). Significant improvement in 2020 and 2022, with over \$30,000 in profit in 2022. East managed to maintain **steady growth** in both sales and profit.
3. **Central Region Lagged Behind :-** Lowest total profit across all regions: \$39,706.36. Sales figures were also the lowest, with a **downward trend after 2021**. Indicates either low customer engagement or operational inefficiency.
4. **South Region Had Stagnant Performance :** - Although South had consistent sales (~\$100k per year), its profit margin remained moderate. Total profit over 4 years: \$46,749.43. Suggests a need to **optimize profitability** even if sales volume is steady.
5. **Year-Wise Trend (Across All Regions) :** - Both sales and profit increased every year from 2019 to 2022 across the dataset. **2022 recorded the highest** total sales (\$731k) and profit (\$93.6k). Indicates positive business growth and market expansion over time.

R A N K I N G A N A L Y S I S	1) Based On Profit				2) Based On Sales				3) Bench Marking						
	Sub-Category		Total Profit		Rank	Sub-Category		Total Sales		Rank	Sub-Category		Total Sales		Rank
	Copiers		\$	55,618	1	Phones		\$	3,30,007	1	Phones		120.70%	1	
	Phones		\$	44,516	2	Chairs		\$	3,28,449	2	Chairs		119.66%	2	
	Accessories		\$	41,937	3	Storage		\$	2,23,844	3	Storage		49.70%	3	
	Paper		\$	34,054	4	Tables		\$	2,06,966	4	Tables		38.41%	4	
	Binders		\$	30,222	5	Binders		\$	2,03,413	5	Binders		36.04%	5	
	Chairs		\$	26,590	6	Machines		\$	1,89,239	6	Machines		26.56%	6	
	Storage		\$	21,279	7	Accessories		\$	1,67,380	7	Accessories		11.94%	7	
	Appliances		\$	18,138	8	Copiers		\$	1,49,528	8	Copiers			8	
	Furnishings		\$	13,059	9	Bookcases		\$	1,14,880	9	Bookcases		-23.17%	9	
	Envelopes		\$	6,964	10	Appliances		\$	1,07,532	10	Appliances		-28.09%	10	
	Art		\$	6,528	11	Furnishings		\$	91,705	11	Furnishings		-38.67%	11	
	Labels		\$	5,546	12	Paper		\$	78,479	12	Paper		-47.52%	12	
	Machines		\$	3,385	13	Supplies		\$	46,674	13	Supplies		-68.79%	13	
	Fasteners		\$	950	14	Art		\$	27,119	14	Art		-81.86%	14	
	Supplies		\$	-1,189	15	Envelopes		\$	16,476	15	Envelopes		-88.98%	15	
	Bookcases		\$	-3,473	16	Labels		\$	12,486	16	Labels		-91.65%	16	
	Tables		\$	-17,725	17	Fasteners		\$	3,024	17	Fasteners		-97.98%	17	
	Grand Total		\$	2,86,397		Grand Total		\$	22,97,201						

Insights:

1. **Copiers Are the Most Profitable Sub-Category** : - Profit: \$55,618 — Rank 1 in Profit - Sales Rank: 8th (approx. \$1,49,000). Despite being mid-tier in sales, Copiers deliver the **highest profit**, indicating **strong margins** or pricing power.
2. **Phones Drive High Sales and Profit** : - Sales: \$3,28,449 — Rank 2 ; Profit: \$44,516 — Rank 2. Phones are the **only sub-category in Top 2 for both Sales and Profit**, showing **high demand and profitability**. Likely a key focus area for business growth.
3. **Accessories Are Hidden Gems** : - Profit Rank: 3rd with \$41,937 ; Sales Rank: 7th (approx. \$1,89,000). High profitability despite being **lower in the sales rank**, suggesting room for **sales expansion**.
4. **Tables Have the Worst Performance** : - Profit: **-\$17,725** (i.e., a loss) — Ranked last (17th) ; Sales: \$2,06,966 — Rank 4. Tables have **high sales but negative profit**, indicating **heavy discounts, high returns, or cost issues**. This needs **urgent review** to stop loss leakage.
5. **Top 5 Sub-Categories Drive ~72% of Total Profit** : - Top 5 Profitable Sub-Categories (Copiers, Phones, Accessories, Paper, Binders) contribute: **\$2,06,345.52** out of **\$2,86,397** total profit → **~72%**. These 5 sub-categories are the **core profit drivers**. Strategy: Focus on upselling/cross-selling these or adding new similar items.

THANK YOU