

A close-up photograph of a wooden pencil lying diagonally across a page. The page features a line graph with a grid background. The vertical axis has major tick marks labeled '100' and '50'. The horizontal axis has several tick marks, with the number '100' faintly visible at the far right. The pencil's lead has just finished drawing a jagged line on the graph.

# Sales Performance Analysis

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# Objective

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- 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

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- 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:

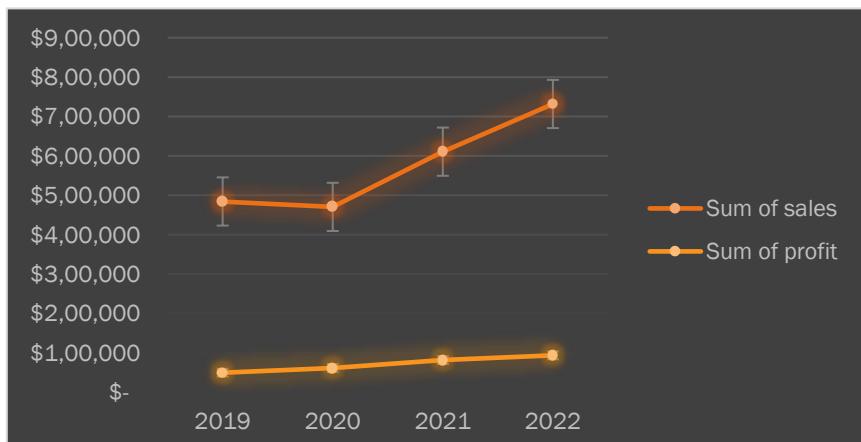
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<i>Column</i>	<i>sales</i>	<i>profit</i>
sales	1	
profit	0.479064	1

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
<b>Grand Total</b>	<b>\$ 22,97,201</b>	<b>\$ 2,86,397</b>



## INSIGHTS

### 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

Sub-Category	Total Profit	Rank
Copiers	\$ 55,618	1
Phones	\$ 44,516	2
Accessories	\$ 41,937	3
Paper	\$ 34,054	4
Binders	\$ 30,222	5
Chairs	\$ 26,590	6
Storage	\$ 21,279	7
Appliances	\$ 18,138	8
Furnishings	\$ 13,059	9
Envelopes	\$ 6,964	10
Art	\$ 6,528	11
Labels	\$ 5,546	12
Machines	\$ 3,385	13
Fasteners	\$ 950	14
Supplies	\$ -1,189	15
Bookcases	\$ -3,473	16
Tables	\$ -17,725	17
<b>Grand Total</b>	<b>\$ 2,86,397</b>	

## 2) Based On Sales

Sub-Category	Total Sales	Rank
Phones	\$ 3,30,007	1
Chairs	\$ 3,28,449	2
Storage	\$ 2,23,844	3
Tables	\$ 2,06,966	4
Binders	\$ 2,03,413	5
Machines	\$ 1,89,239	6
Accessories	\$ 1,67,380	7
Copiers	\$ 1,49,528	8
Bookcases	\$ 1,14,880	9
Appliances	\$ 1,07,532	10
Furnishings	\$ 91,705	11
Paper	\$ 78,479	12
Supplies	\$ 46,674	13
Art	\$ 27,119	14
Envelopes	\$ 16,476	15
Labels	\$ 12,486	16
Fasteners	\$ 3,024	17
<b>Grand Total</b>	<b>\$ 22,97,201</b>	

## 3) Bench Marking

Sub-Category	Total Sales	Rank
Phones	120.70%	1
Chairs	119.66%	2
Storage	49.70%	3
Tables	38.41%	4
Binders	36.04%	5
Machines	26.56%	6
Accessories	11.94%	7
Copiers		8
Bookcases	-23.17%	9
Appliances	-28.09%	10
Furnishings	-38.67%	11
Paper	-47.52%	12
Supplies	-68.79%	13
Art	-81.86%	14
Envelopes	-88.98%	15
Labels	-91.65%	16
Fasteners	-97.98%	17

# 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**