# PRODUCT SALES ANALYSIS

# ABSTRACT

We are presenting in this paper a new product rating approach for mathematically and graphically analyzing sales of same type of products from different manufactures and with most frequent combination of items is proposed. In product sales market there is no specific rating for product of same type and combination of product purchasing patterns. By this retrieve the best combination of product with mathematically rating. By this rating and pattern we can make graphical representation of ratings and combination of product of same type to compare them with other. Data mining provide more abstract knowledge to analyze business functionalities with retail product data. The purpose of product is fulfill need of customer, based upon it there are different company makes product of same type, by analyzing it mathematically best one can be calculated thing such as customer satisfaction, product efficiency, popularity among them.

# INTRODUCTION

Selling is one of a number of tactical activities within marketing  such as pricing and advertising.  Coordinating this is essential for effective marketing.  Differences in importance depend on the companies and industries involved .  A successful sale depends on whether or not the product concerned fulfills the customer requirements and results in satisfied customer.

# SALES ANALYSIS

Sales analysis is reviewing your sales data to identify trends and patterns. Sales data can help you make better decisions about your product, pricing, promotions,inventory, customers needs others aspects of your business. Sales analysis can be as simple as reviewing your sales figures regularly.

# REPORTING

- Sales analysis, current and year-to-date
- Sales comparatives,current period versus prior year
- Sales period analysis, current year to prior years

- Sales history with selected data range

# OBJECTIVES

- ➢ Increase revenue by selling higher quantity at optimal selling price.

- ➢ Increase sales by improving marketing effectiveness through understanding of the customers buying habits.

- ➢ Increase profit by discontinuing products with dissatisfying revenue.

# ARCHITECTURE
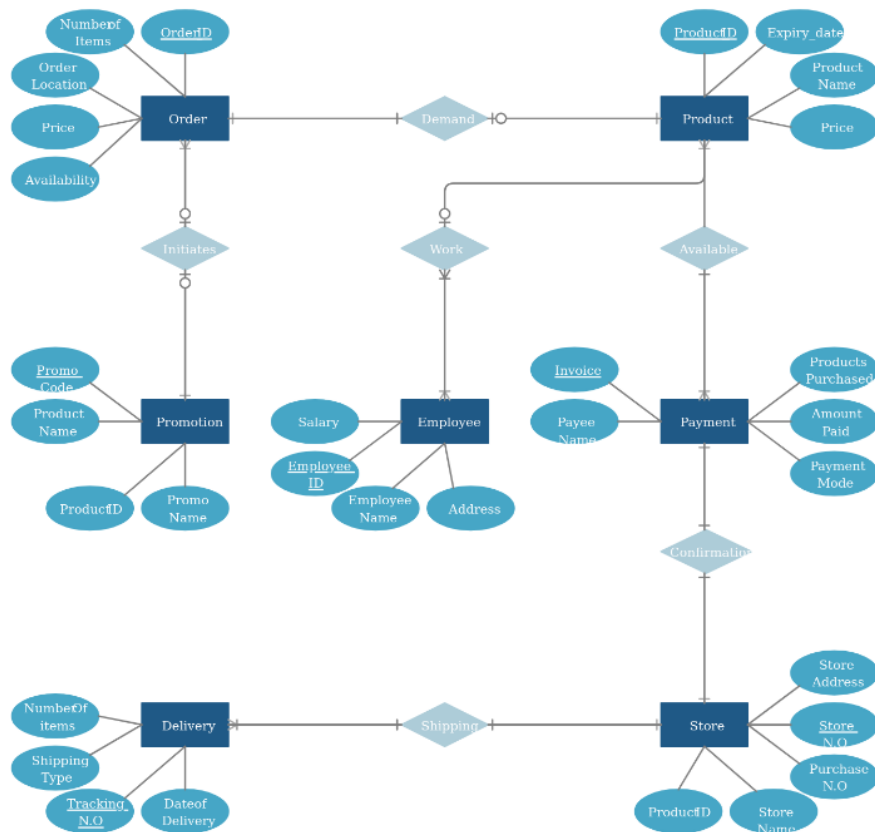


# CONCLUSION

For retailers, understanding the sales and customers buying habits is highly valuable. Insights about customer satisfaction, demographics and buying price can drive decisions for marketing, sales and even inventory management increase profit by optimizing the marketing efforts, increasing the number of sales and discontinue unprofitable products.