Mobile Phone Sales Analysis

ABOUT

Argenis is currently conducting Business Intelligence Solution consulting in order to initiate this month's mobile phone sales analysis.

Your challenge as a BI professional is to address the following issue for your client.

THE BRIEF

IMPORTANT

This role is for a Sales analyst to develop our client's Mobile phone sales analysis report. The client has provided us with relevant mobile phone sales data stored in an Excel file. This is an Exploratory Data Analysis (EDA), so your goal is to explore the business patterns in the data and summarize your discoveries into meaningful sales insights.

There are some main requests from the client for this report!

Please answer a few, not all, of the questions below:

1. From 2018-2021, which country and distributor had the best sales performance?

2. What was the seasonal sales trend in each country and distributor?

3. What was the seasonal inventory cost trend in each country and distributor?

4. What was the seasonal net profit trend in each country and distributor?

5. Each year, which brand is the best seller in each country and distributor?

6. Who is each country's most successful sales rep and distributor?

7. Which country had the lowest/highest inventory cost from 2018-2021?

8. Which country had the lowest/highest net profit from 2018-2021?

9. Can we predict the 2023 sales trend based on historical data?

10. Can we make any recommendations to optimize net sales based on some best sales performance countries?

*Reports are limited to **2 pages**. Feel free to use all the techniques– drill up - drill down, page navigations, etc.