Global Sales Performance
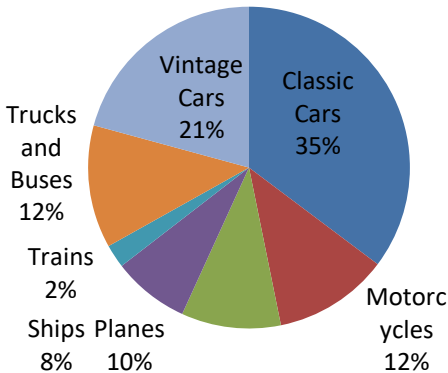
Visualizing Sales Trends, Customer Insights & Regional Performance
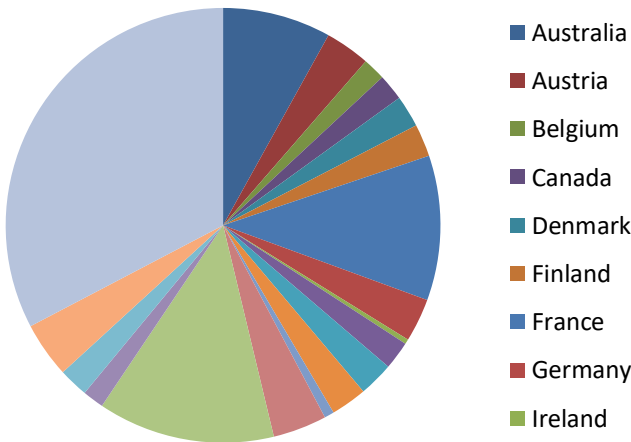
Top Categories (Product Lines)

a.The top-performing product categories (from the productline column) can be identified by summing total sales for each. This helps understand which product lines are driving the most revenue.
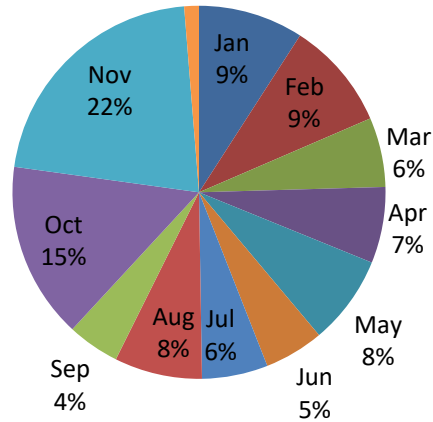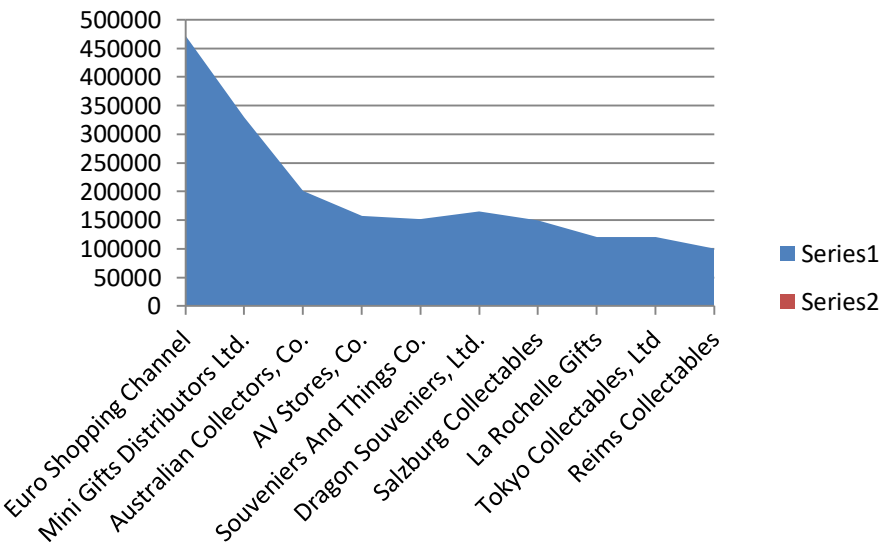

b. Analyzing sales over months reveals seasonal trends or spikes (from the orderdate column). This is useful for planning promotions and stocking.

Monthly sales

Sales according to the customer

- Series1
- Series2

c. Summing sales by the country field shows where most revenue is coming from geographically.

Sales by Country

- Australia
- Austria
- Belgium
- Canada
- Denmark
- Finland
- France
- Germany
- Ireland

d. Analyzing total sales per customer (using the customername or customernumber column) helps identify your most valuable clients — those who contribute the most revenue.