

Sales and Profit Analysis Project

Excel project

Presented by Zahra Dasizadeh

AGENDA:

- Introduction
- Dataset Summary
- Analysis
- Data Insights
- Conclusion
- Most and Least Profitable



Introduction to the project:

In this project, we analyze sales data from multiple regions to understand key performance indicators such as product profitability, regional sales trends, and the impact of discount strategies. The analysis will guide business decisions by identifying top and underperforming products and regions



Dataset Summary:

This dataset contains sales records from multiple regions with fields like product name, sales amount, profit, and region.

Key Columns in the Dataset:

- **Order ID:** Unique identifier for each sale.
- **Product:** The product being sold.
- **Sales:** The sales amount for the order.
- **Profit:** Profit earned from each sale.
- **Region:** Geographic region where the sale occurred.

The dataset contains around **51291 rows** and **21 columns**.

where the sale

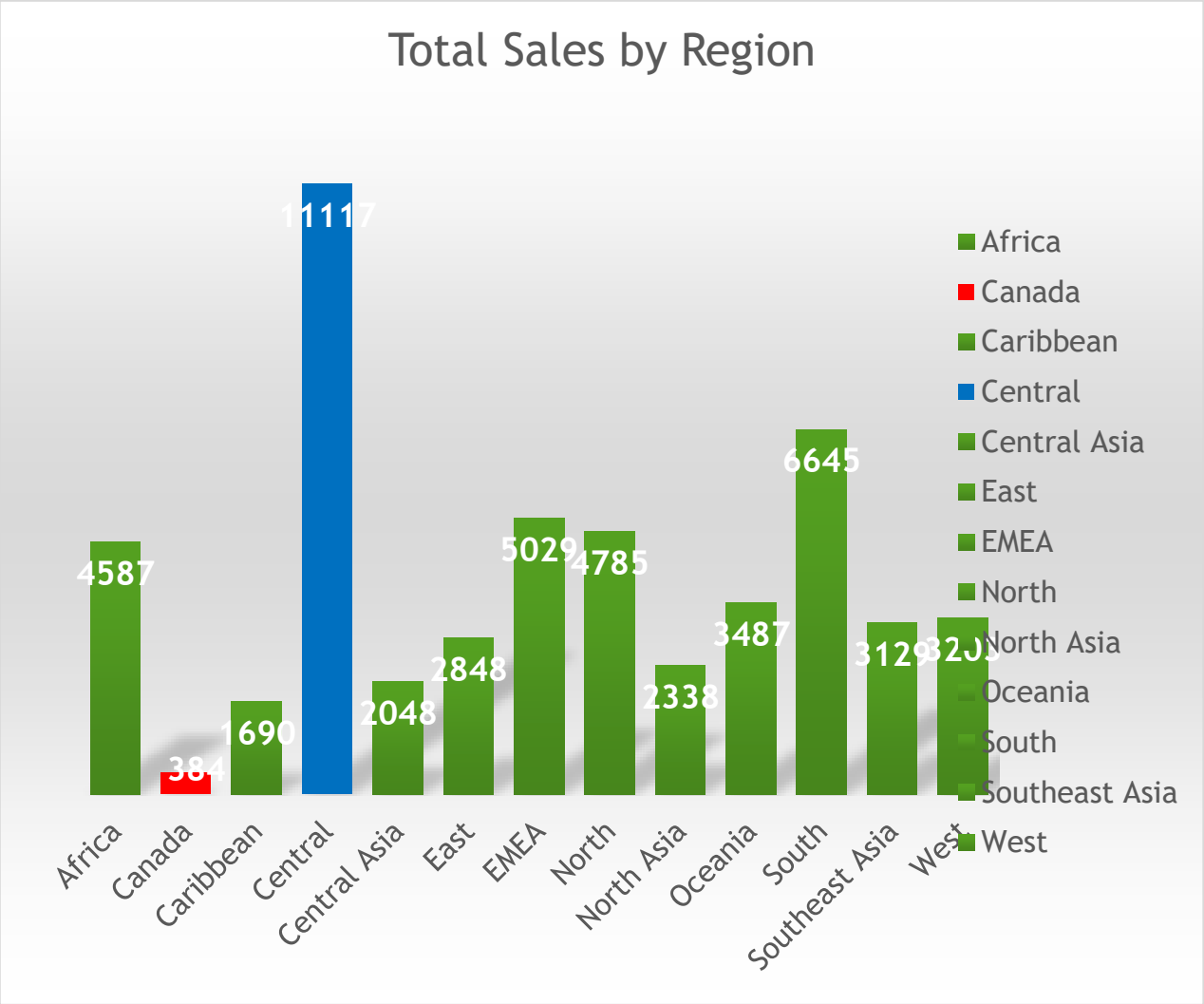
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U		
Order ID	Order Date	Ship Date	Age	Ship Mode	Product Category	Product	Sale	Quantity	Discn	Profit	Shipping	Order Priority	Customer	Customer Name	Segment	City	State	Country	Region	Month		
ALJ-2015-1	03-Nov-15	17-Nov-15	8	First Class	Auto & Accessories	Car Media Players	\$140.0	2	0.05	128	45.0	\$	4.5	Medium	LS-001	Lane Carveth	Consumer	Brisbane	Queensland	Australia	Oceania	Nov
ALJ-2015-2	30-Jun-15	02-Jul-15	2	First Class	Auto & Accessories	Car Speakers	\$210.0	3	0.03	102	120.0	\$	11.2	Medium	LS-002	Alvarado Kirtz	Home Office	Berlin	Berlin	Germany	Central	Jun
ALJ-2015-3	05-Dec-15	13-Dec-15	8	First Class	Auto & Accessories	Car Body Covers	\$170.0	5	0.01	10	312.0	\$	3.1	Critical	EM-003	Monn Veen	Consumer	Panama	Wilmington	New Zealand	Oceania	Dec
ALJ-2015-4	03-May-15	16-May-15	7	First Class	Auto & Accessories	Car & Bike Care	\$180.0	2	0.05	10	26.2	\$	2.6	High	AN-004	Sanchez Bergne Corporate	Kabul	Kabul	Afghanistan	Central Asia	May	
ALJ-2015-5	03-Jul-15	13-Jul-15	9	First Class	Auto & Accessories	Tire	\$250.0	1	0.04	10	180.0	\$	5.0	Critical	DM-005	Boye Jackson	Corporate	Tennessee	Queensland	Australia	Oceania	Jul

Analysis:

Regional Sales Performance:

In this analysis, we examine the total sales across different regions to identify high-revenue and underperforming areas. This helps us understand which regions are driving the most business and where there's potential for growth. The chart below displays the total sales for each region.

Chart: A bar chart showing total sales for each region

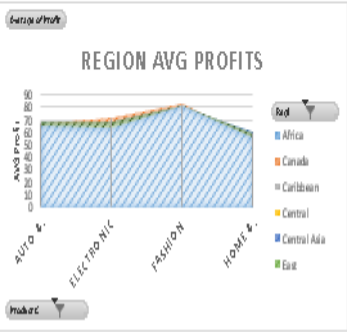


Product Profitability:

This analysis shows the most and least profitable products. The chart highlights which products contribute the most to profitability, guiding potential strategy adjustments.



Average of Prc Column Labels													
Row Labels	Africa	Canada	Caribbean	Central	Central A: East	EMEA	North	North Asi: Oceania	South	Southeast / West	Grand Total		
Auto & Accessorie	67.87565538	67.77671	62.31255	62.06227	62.12722	65.17059	65.1772	64.34687	62.54236	65.20255	64.501	68.2815416	65.28115
Electronic	65.46470817	71.3408	61.75616	63.33253	59.34943	66.78538	63.91428	66.61934	63.3905	66.35325	60.46238	68.7497011	63.4635
Fashion	80.52200201	82.67409	79.72485	80.61036	81.40434	79.56764	80.45111	81.20327	81.71324	80.67764	80.28156	81.8812483	80.83838
Home & Furniture	55.63187836	54.1789	56.28044	56.43025	57.22692	59.02082	59.32529	55.88356	57.35639	57.84237	56.56224	58.9178649	55.17585
Grand Total	72.4235506	72.3498	71.3625	72.3372	73.0108	72.5713	73.2857	72.9959	73.1015	72.7504	72.1064	75.29174	72.3583



Profitability by Region:

Finally, we assess the profitability of different regions to determine where the business is generating the highest profit margins. While some regions may have high sales, their profit margins might vary significantly. This analysis highlights the best and worst performing regions in terms of profitability.

Chart: A heatmap or bar chart showing profit margins by region.

Monthly Sales & Profits Analysis:

Sales Trends:

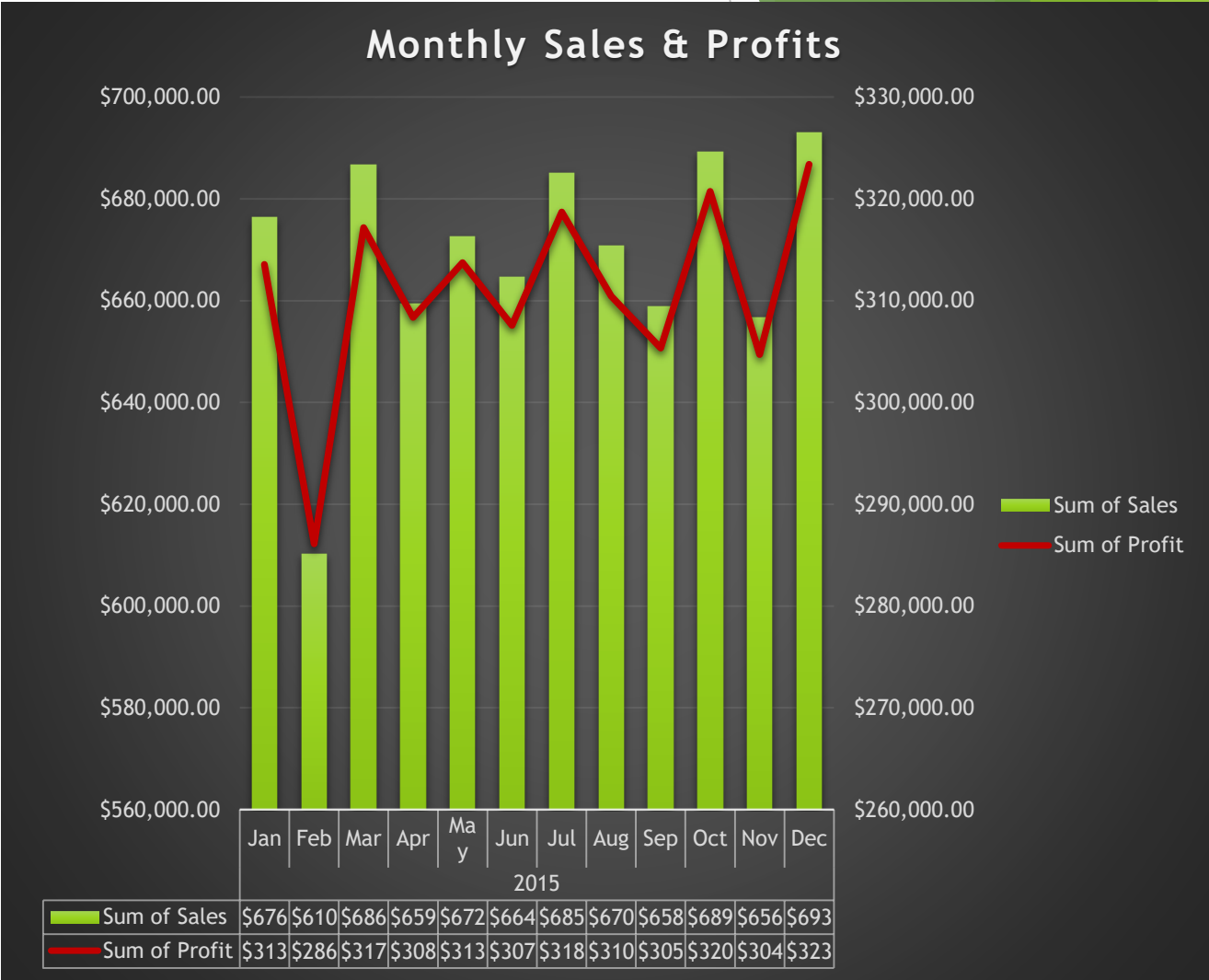
Sales remain steady between \$600,000 and \$700,000, with a dip in **February** and peaks in **July** and **December** due to seasonal demand.

Profit Trends:

Profits fluctuate between \$260,000 and \$330,000, following a similar pattern to sales. Both sales and profits are lowest in **February** and highest in **July** and **December**.

Key Insights:

- February:** Lowest sales and profits—consider promotions or product adjustments.
- July and December:** Strongest months—capitalize on increased marketing and stock.



Top 10 Most Profitable Products - Analysis:

As shown in the pie chart, T-Shirts contribute 15% of the total profit, followed by Titak Watch and Running Shoes at 13%.

Key Insights:

Focus on increasing inventory for top performers like T-Shirts, while optimizing strategies for lower-profit products like Suits and Casula Shoes.



Region Average Profits - Summary:

Southeast Asia has the highest average profit, followed by EMEA and North Asia. South and Caribbean regions show the lowest performance.

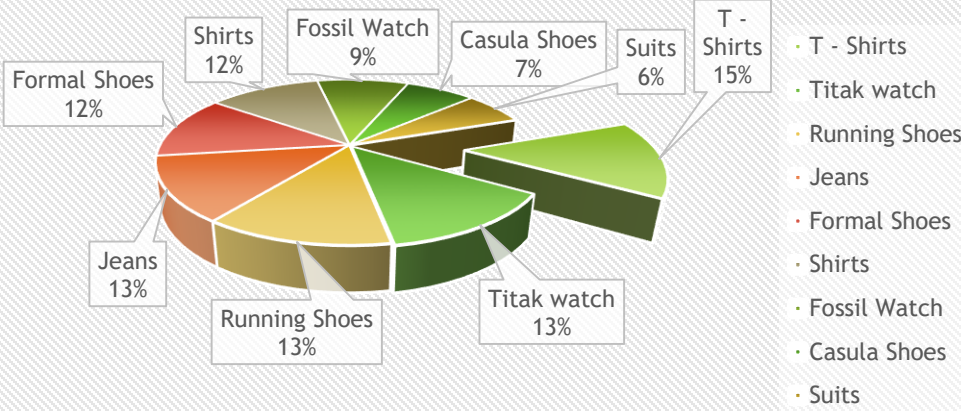
Key Insights:

Focus on Southeast Asia and EMEA for further growth. South and Caribbean need strategies for improvement.

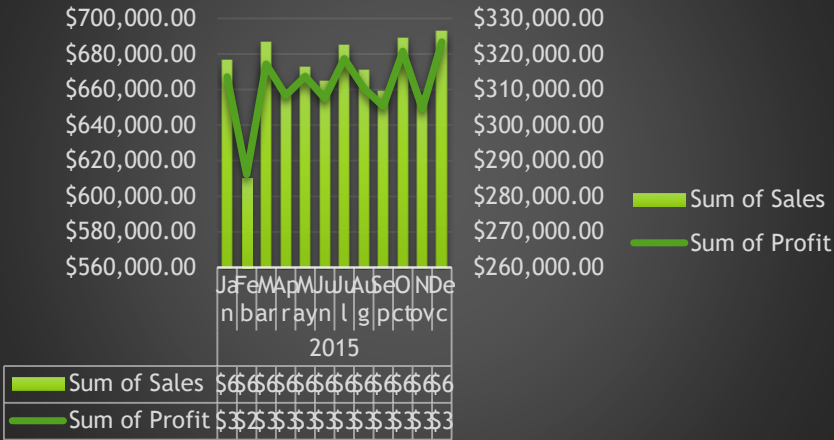


Dashboard Overview:

Top 10 most profitable product



Monthly Sales & Profits



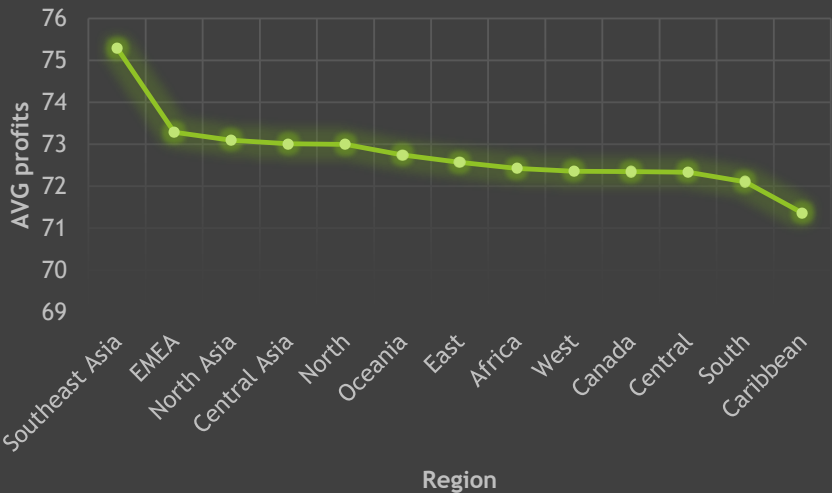
Months

Jan
Feb
Mar
Apr
May
Jun
Jul
Aug

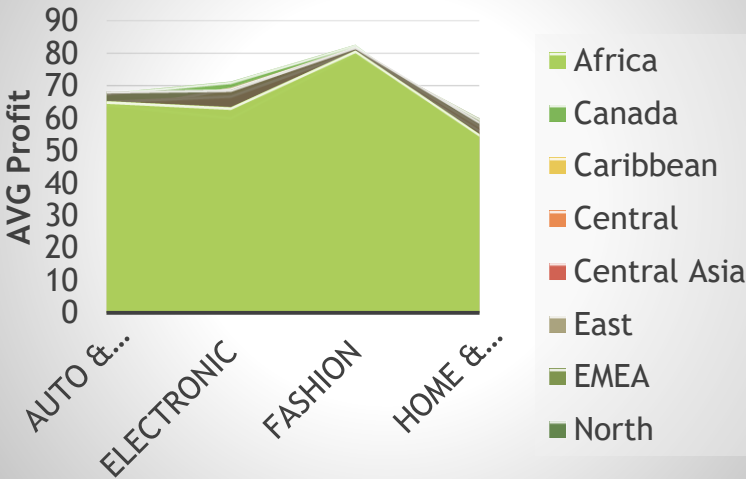
Region

Africa
Canada
Caribbean
Central
Central Asia
East
EMEA
North

Region AVG profits



Region AVG Profits



Region

Africa
Canada
Caribbean
Central
Central Asia
East
EMEA
North

Conclusion - Key Findings & Recommendations:

Key Findings:

July and **December** have the highest sales and profits, while **February** shows the lowest.

T-Shirts are the top profit-generating product.

Southeast Asia is the most profitable region, with **South** and **Caribbean** showing the lowest profits.

Recommendations:

Focus on marketing and inventory for **July** and **December**.

Review pricing strategies for low-profit products like **Suits** and **Casual Shoes**.

Investigate and improve strategies for **South** and **Caribbean** regions

