

Sales Data Analytics project

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Mission Statement

- Empower Organization with actionable insights and strategic foresight.
- Optimize sales performance and enhance customer relationships.
- Sustainable growth.



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01

Introduction

PROJECT OVERVIEW



- This Sales Data Analytics project aims to optimize sales strategies through comprehensive data analysis.
- By examining key metrics such as revenue, quantity ordered, and profit margins, we will uncover actionable insights to drive growth.
- Leveraging advanced analytical tools, identified opportunities for increasing revenue, enhancing profitability, and improving customer satisfaction. This project empowers informed decision-making to stay competitive in the market landscape.



02

Objectives

Defining Goals



- Key goals include maximizing revenue through pricing optimization and product offerings, improving order fulfillment efficiency, enhancing profit margins, and gaining actionable insights into customer behavior for personalized engagement.
- By leveraging data-driven strategies and fostering a culture of continuous improvement, the project aims to position the organization for sustained success in a competitive market landscape.



03

Data Collection and Resources

Data Sources

Data Sources



Excel

Data Cleaning
and preparation



MySQL

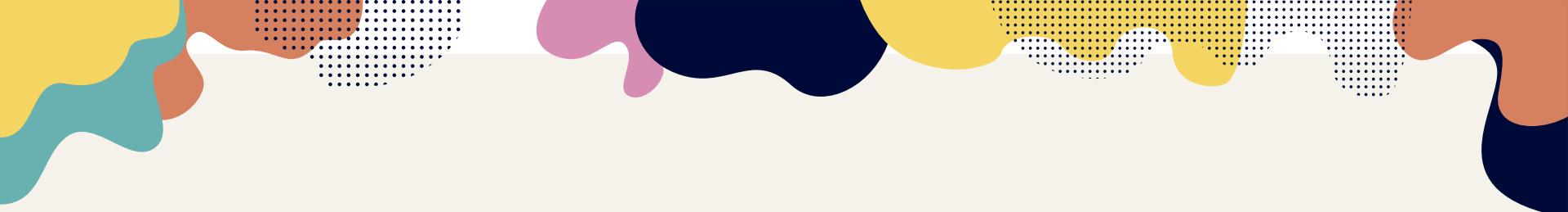
Data Management
and Manipulation



Power BI

Data Analysis
and Visualization





04

Data Analysis and Insights

Key Findings

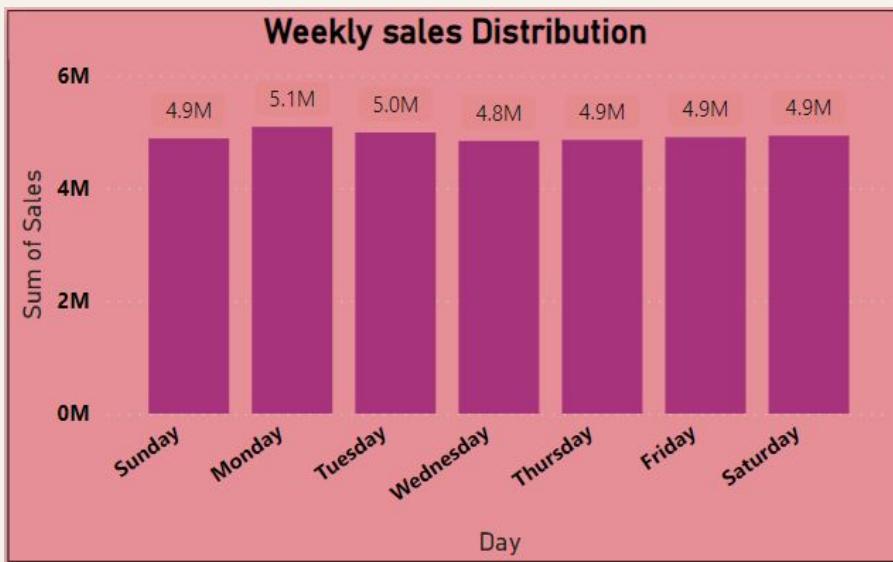
- **Dashboard Analysis:** Our sales analytics dashboard offers a comprehensive view of our sales performance in real-time.
- Through interactive charts, graphs, and slicers, stakeholders can easily track key metrics such as revenue, sales volume, and profit margins across different time periods, products, and regions.
- The dashboard enables quick identification of trends, allowing us to capitalize on opportunities and address challenges promptly. Overall, our sales analytics dashboard provides a simple yet effective way to monitor performance, optimize strategies, and drive business growth.

Visualization trends-Line chart



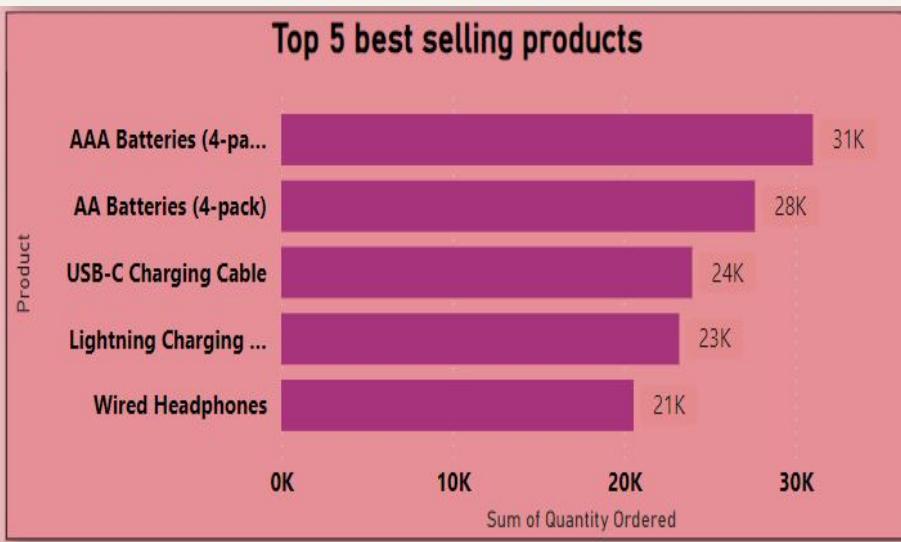
- In December, sales peaked at **46,13,443.34**, marking the highest monthly total.
- This figure was **153.17%** greater than January's sales, the lowest recorded at **18,22,256.73**. December's sales represented a notable **13.38%** of the **annual total**.
- Throughout the year, sales varied significantly, ranging from a low of 18,22,256.73 to a high of 46,13,443.34 across all 12 months.

Column Chart-Visual



- **Monday** led the week with the highest sales sum of **50,87,956.78**, marking a **5.13%** increase over **Wednesday's** sales total of **48,39,465.16**, the lowest recorded for the week.
- Notably, Monday's sales accounted for **14.75%** of the **total weekly sales**.
- Throughout the seven-day period, sales varied from a low of 48,39,465.16 to a high of 50,87,956.78, highlighting fluctuations across different days of the week.

Bar Chart-Visual



- In terms of quantity ordered, **AAA Batteries (4-pack)** stood out with the highest sum of **31,017** units, surpassing **Wired Headphones** by **50.88%**.
- **Wired Headphones** recorded the lowest sum at **20,557** units. Interestingly, AAA Batteries (4-pack) constituted **24.54%** of the **total quantity ordered**.
- Across the five products analyzed, the range of quantity ordered spanned from 20,557 to 31,017 units, reflecting varied demand levels across different product categories.

Geospatial Map



- San Francisco emerged as the top performer with sales totaling **82,62,203.91**, marking a substantial **195.55%** increase over Atlanta, which recorded the lowest sales sum at **27,95,498.58**.
- Impressively, San Francisco's sales contributed to **33.27%** of the **total sales** figure.
- Across the five cities analyzed, sales figures ranged from 27,95,498.58 to 82,62,203.91, showcasing significant disparities in sales performance across different city markets.

Top 5 cities by sales



Sales Dashboard



In December, sales reached a peak of **46,13,443.34**, surpassing January's lowest total by **153.17%**. Notably, December's sales accounted for **13.38%** of the **annual total**. Throughout the year, sales varied widely from a low of **18,22,256.73** to a high of 46,13,443.34 across all 12 months. On Mondays, sales led with a sum of **50,87,956.78**, **5.13%** higher than the lowest day, Wednesday. Interestingly, **AAA Batteries (4-pack)** dominated quantity orders with **31,017** units, **50.88%** more than **Wired Headphones**. **San Francisco** emerged as the top sales performer, with sales totaling **82,62,203.91**, a staggering **195.55%** higher than **Atlanta's** lowest sales sum.



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Recommendations

Actionable Insights



- ★ Utilize insights from December's peak sales to inform marketing strategies and promotions, aiming to replicate success in other months.
- ★ Implement targeted initiatives on Mondays to capitalize on the day's higher sales volume, potentially through exclusive promotions or product launches.
- ★ Focus on promoting AAA Batteries (4-pack) to capitalize on its popularity and capitalize on San Francisco's strong sales performance by allocating additional resources to further penetrate the market.

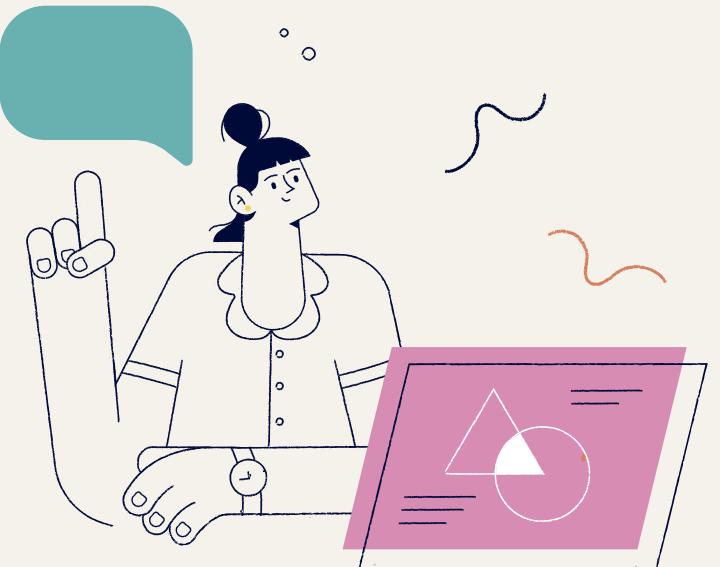


06

Conclusion and Next steps

Further Analysis

- In conclusion, the sales analytics reveal valuable patterns and trends that can guide strategic decision-making and drive business growth.
- The next steps involve refining marketing strategies based on monthly sales insights, optimizing promotions for peak days like Mondays, and conducting further market analysis to capitalize on high-performing regions and products.
- By leveraging actionable insights and implementing targeted strategies, the organization can enhance sales performance, improve operational efficiency, and stay ahead in a competitive market landscape.



Thank You