DATA ANALYSIS PROJECT FOR STARTUP COMPANY

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OUTLINE

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- Methodology
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- Discussion
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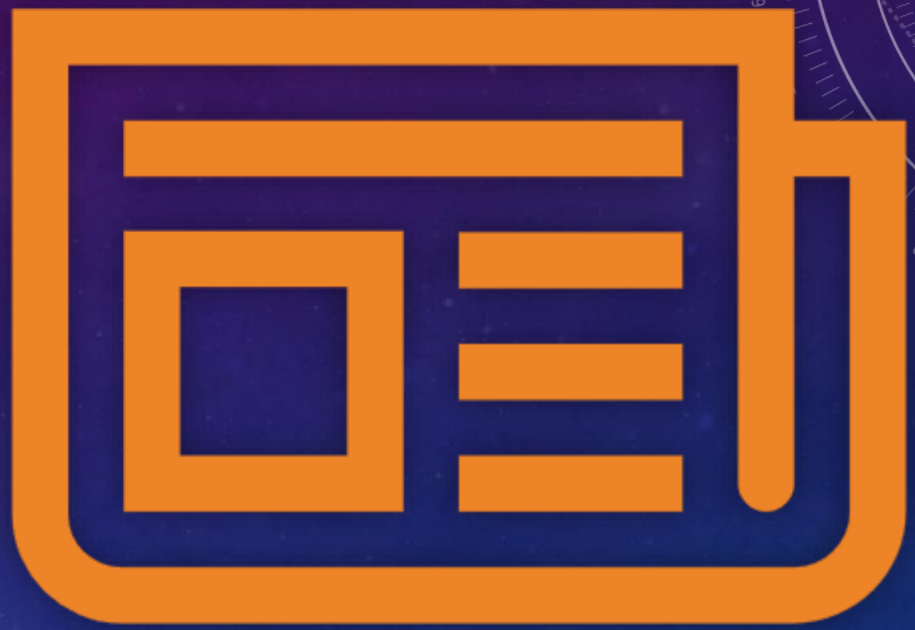
- Conclusion

EXECUTIVE SUMMARY

- **Total Sales**
  - Total Sales per Retailer
  - Total Sales for top 10 City
  - Total Sales per Product
  - Total Sales and Sum of Units Sold
  - Total sales for top month
- **Ratio of Units**
  - Ratio of Units per Product

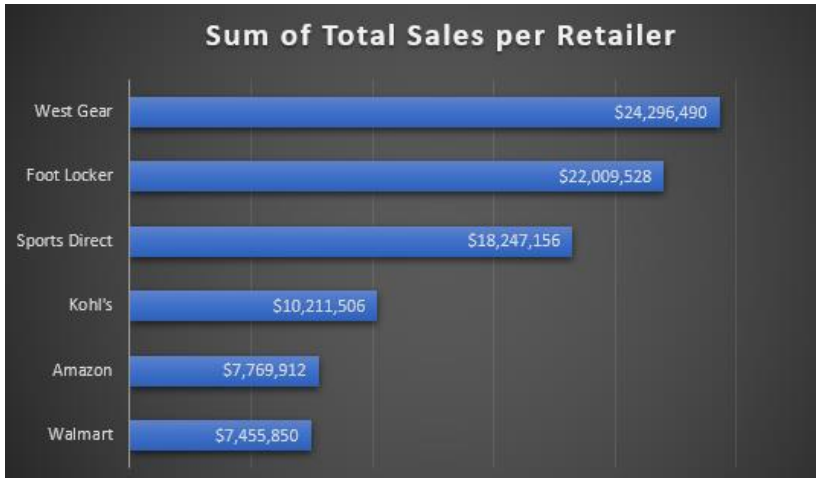
METHODOLOGY

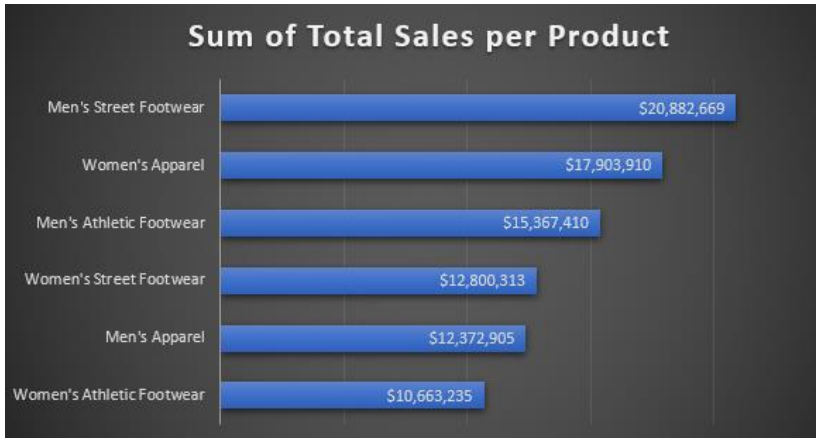
- The dataset I am used in this project comes from the following source: https://buff.ly/3kcWWTZ
- Statistical method: Depending on the research question and the type of data analyzed, I used descriptive statistics.



RESULTS:

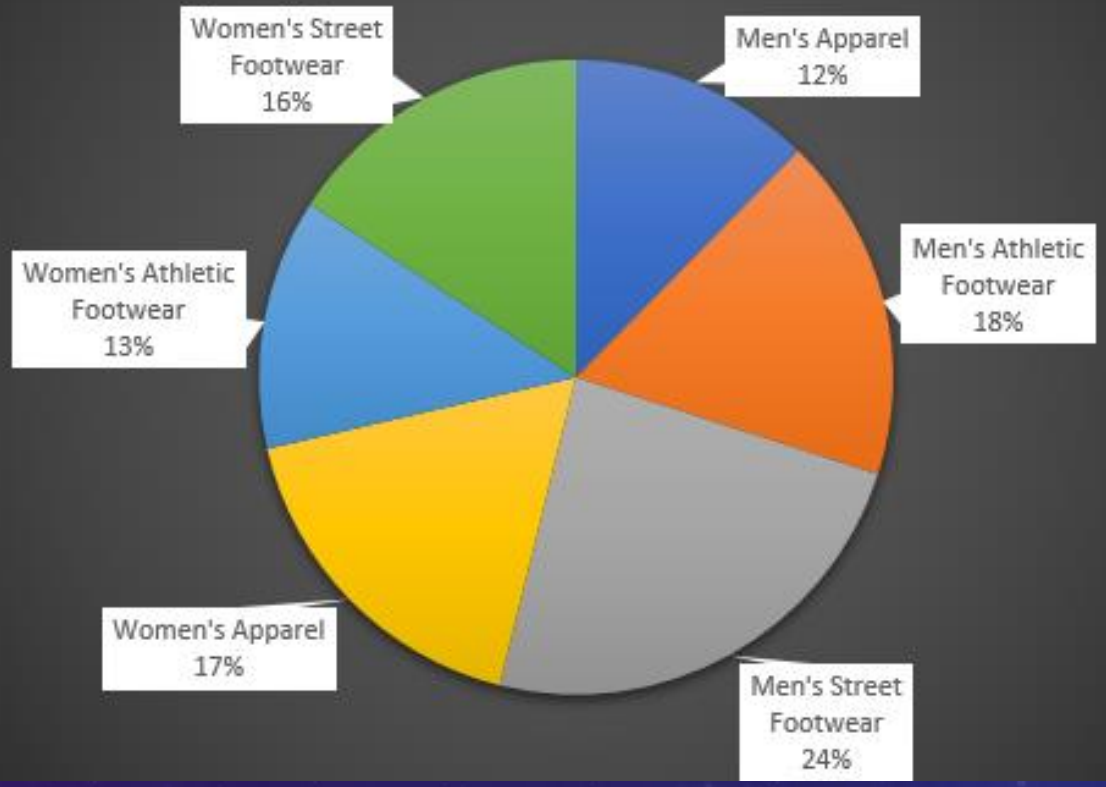
- We found that sales increased significantly in 2021 over 2020.
- There is an almost inverse relationship with total sales and the number of units sold.
- The highest month in terms of sales was July of 2021.
- Total sales of men's products are higher than women's.


Sum of Total Sales per Retailer
West Gear
$24,296,490
Foot Locker
$22,009,528
Sports Direct
$18,247,156
Kohl's
$10,211,506
Amazon
$7,769,912
Walmart
$7,455,850

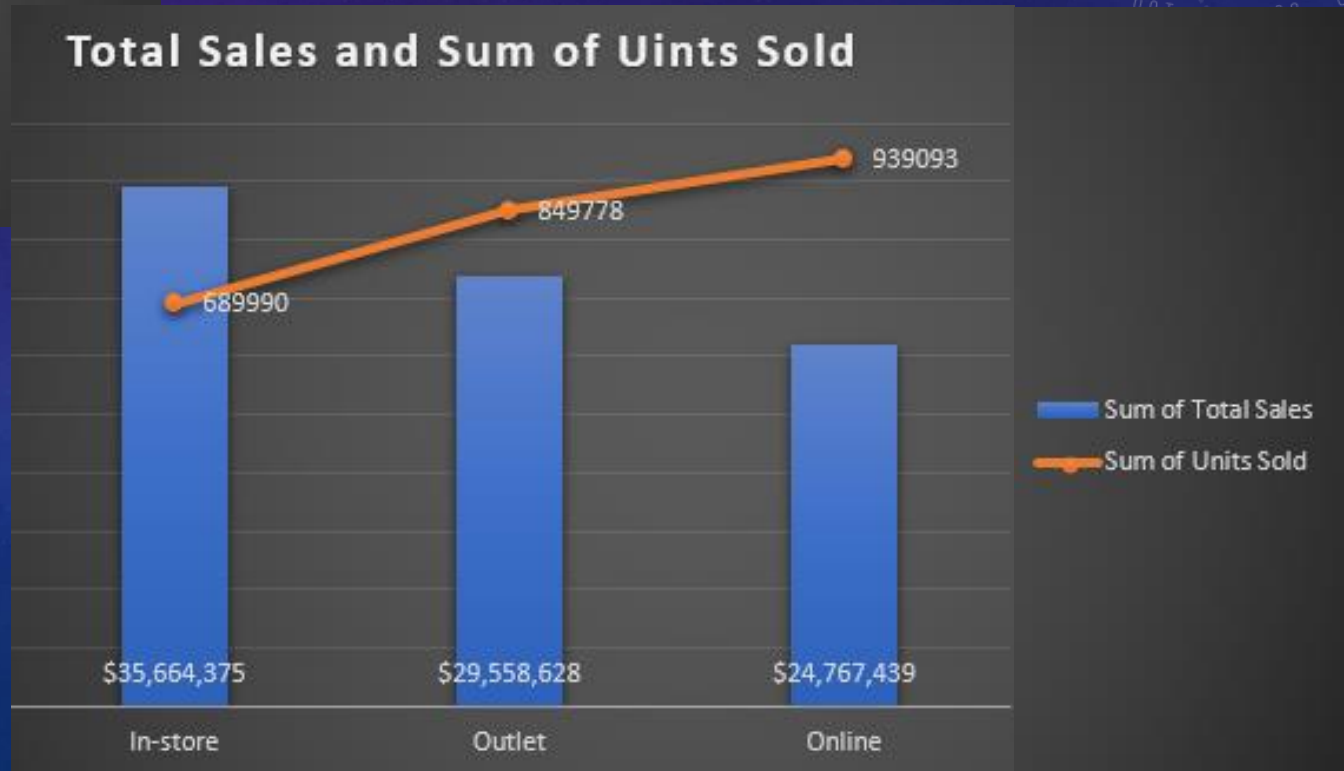

Sum of Total Sales per Product
Men's Street Footwear
$20,882,669
Women's Apparel
$17,903,910
Men's Athletic Footwear
$15,367,410
Women's Street Footwear
$12,800,313
Men's Apparel
$12,372,905
Women's Athletic Footwear
$10,663,235

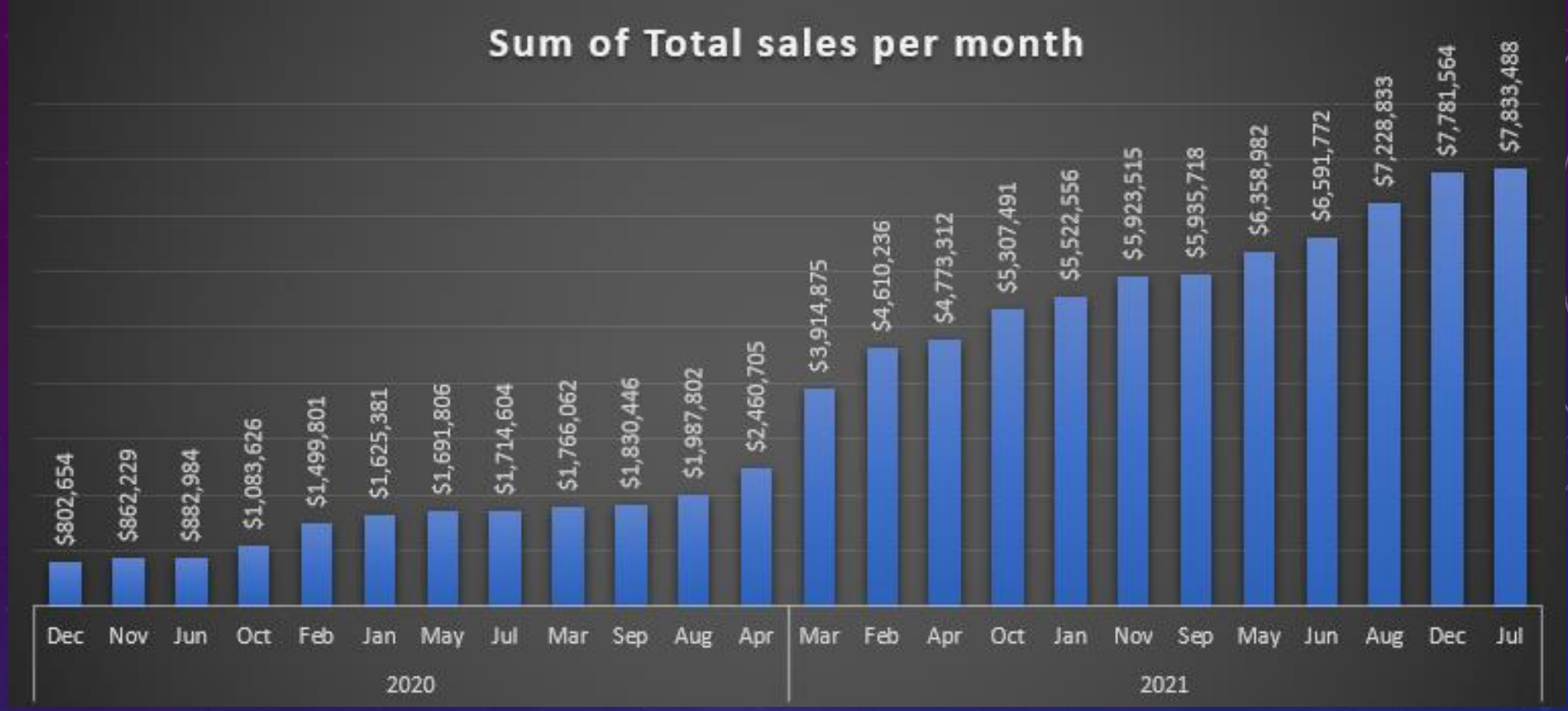
Sum of Total Sales for top 10 City
$2,442,784
$2,545,692
$2,563,500
$2,633,075
$2,768,290
$3,054,564
$3,160,090
$3,453,924
$3,980,134
$3,997,485
Albany
Houston
Los Angeles
Seattle
Orlando
Portland
Miami
San Francisco
New York
Charleston

Ratio of Units per Product

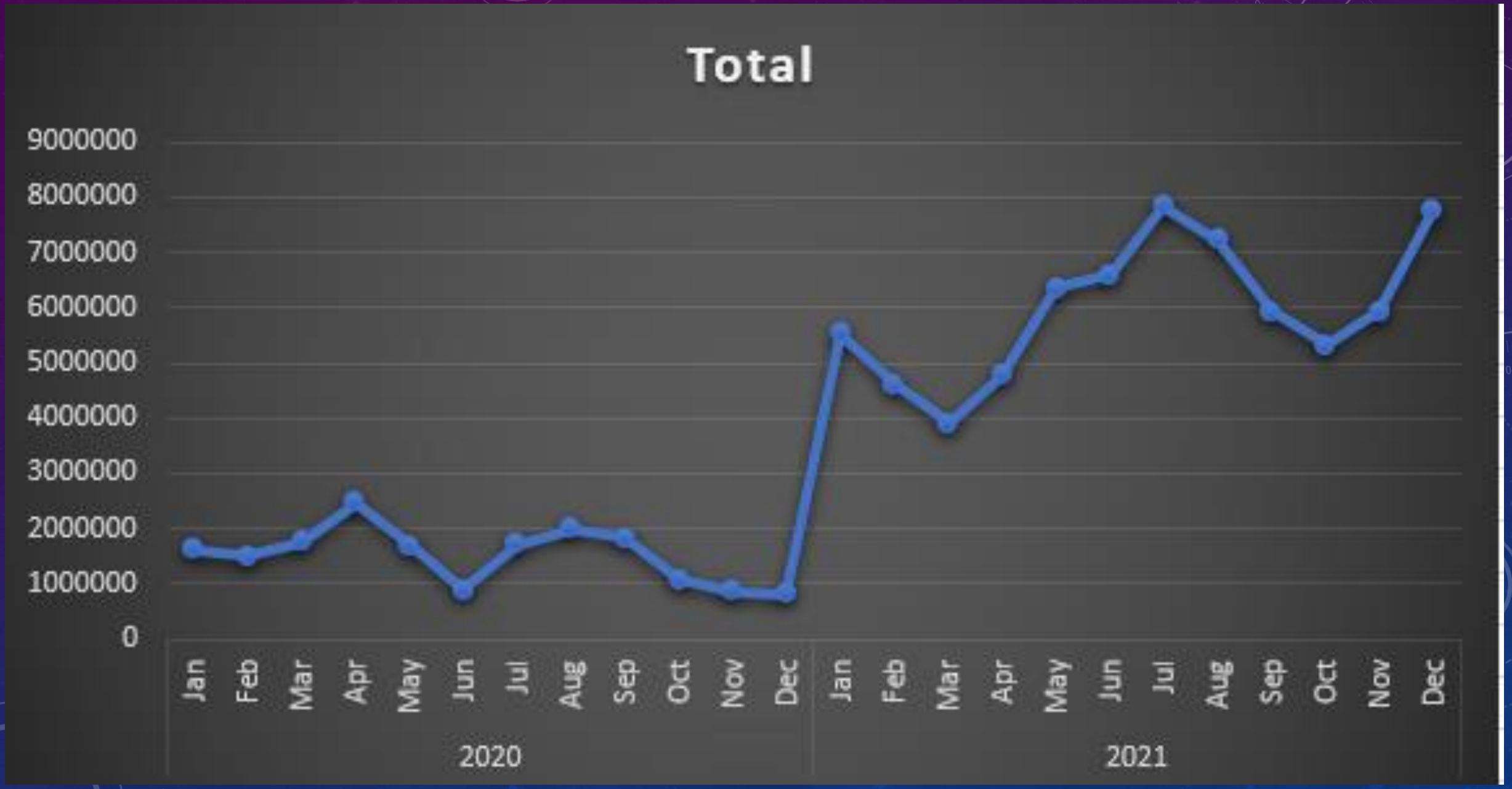


Total Sales and Sum of Uints Sold





month	Sum of Total sales for top 10 of Jul
7/16/2021	1226112
7/23/2021	768914
7/9/2021	685437
7/6/2021	490597
7/10/2021	463726
7/5/2021	459490
7/2/2021	429037
7/8/2021	386199
7/12/2021	360066
7/19/2021	355773


Total
9000000
8000000
7000000
6000000
5000000
4000000
3000000
2000000
1000000
0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2020
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec
2021

CONCLUSION

- The sales curve shows that the strategy followed achieves the desired success, with some reservations.
- We can now try to increase sales elsewhere.
- There are ups and downs in the sales curve, and this negatively affects the overall performance. The reasons must be known and addressed.