

# **Store Sales Analysis**

# AGENDA :

- ❑ OBJECTIVE
- ❑ DATA OVERVIEW
- ❑ ANALYSIS AND FINDINGS
- ❑ SUMMARY

# OBJECTIVE

The project aims to analyze the Retail Store Sales dataset and provide findings as follows :

1. The top 10 products by sales.
2. How do sales trends vary over time (monthly and yearly)?
3. Display sales by different categories.
4. Show total sales and the total number of quantities sold.
5. Which payment method is most commonly used by consumers?
6. What types of locations do consumers prefer?

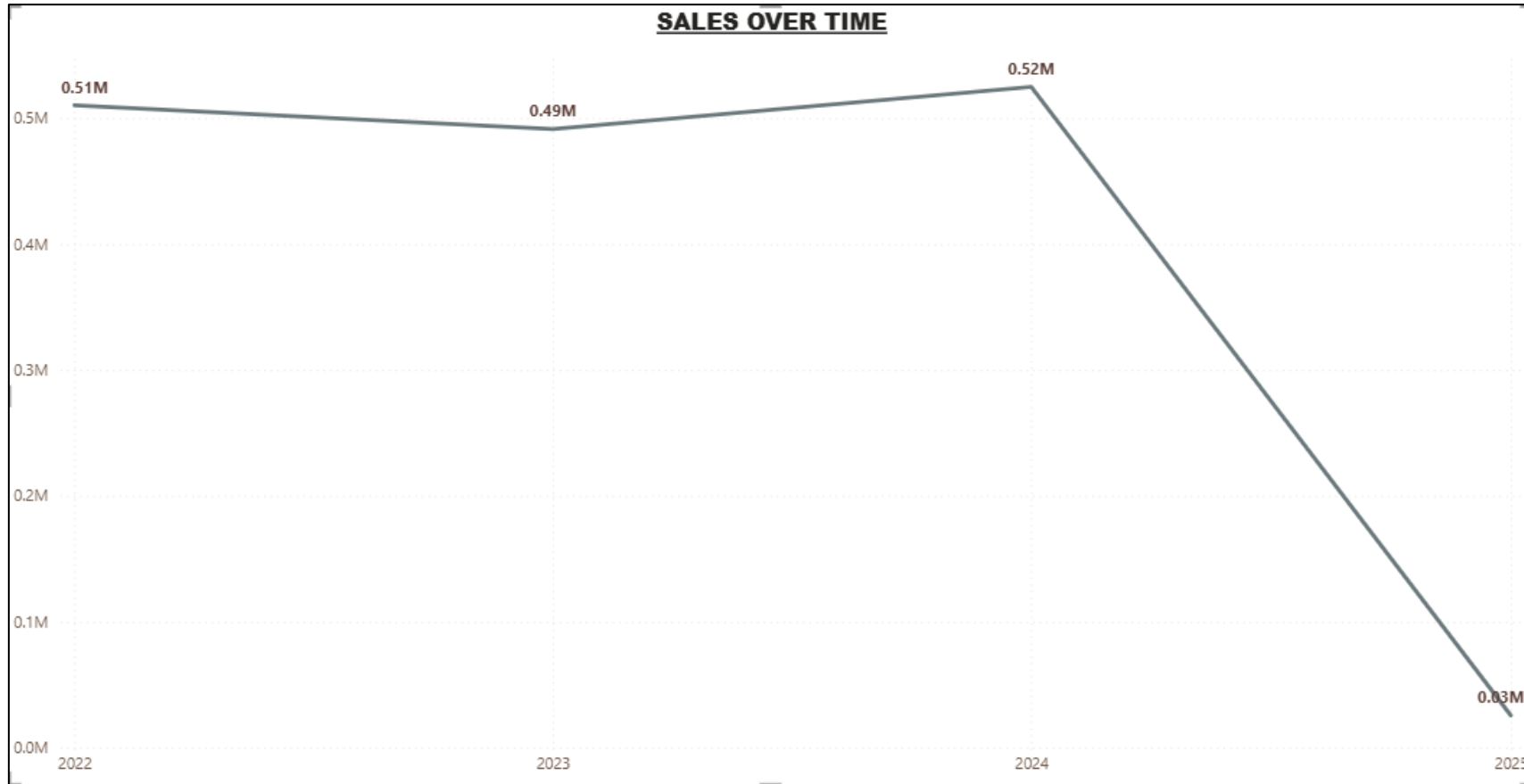
# DATA OVERVIEW:

- The Retail Store Sales dataset consists of 12,575 rows of synthetic sales transactions, covering eight product categories with 25 items each, all at fixed prices.

Columns in the dataset:

- 1) Transaction ID: A Unique identifier for each transaction.
- 2) Customer ID: A Unique identifier for each customer.
- 3) Category: The category of the purchased item.
- 4) Item: The name of the purchased item.
- 5) Price per unit: The static price of a single unit of the item.
- 6) Quantity: The quantity of the item purchased.
- 7) Total spent: The total amount spent on the transaction.
- 8) Payment method: The method of payment used.
- 9) Location: The location where the transaction occurred.
- 10) Transaction Date: The date of the transaction.
- 11) Discount applied: Indicates whether a discount was applied to the transaction.

# Sales over time



- The overall trend indicates stable performance for three years (2022, 2023, and 2024), followed by a significant decline due to the total sales for 2025 being calculated only for 18 days of that year.

# Top products by sales , Total no. of quantity sold & Total sales

Item	Sum of Total Spent
Item_25_FUR	25,625.00
Item_25_EHE	25,502.00
Item_25_BUT	22,427.00
Item_24_FUR	22,080.50
Item_25_FOOD	21,771.00
Item_22_BUT	21,462.00
Item_23_BUT	20,596.00
Item_19_MILK	20,448.00
Item_23_EHE	20,178.00
Item_23_PAT	19,684.00
Total	15,52,071.00

**66K**

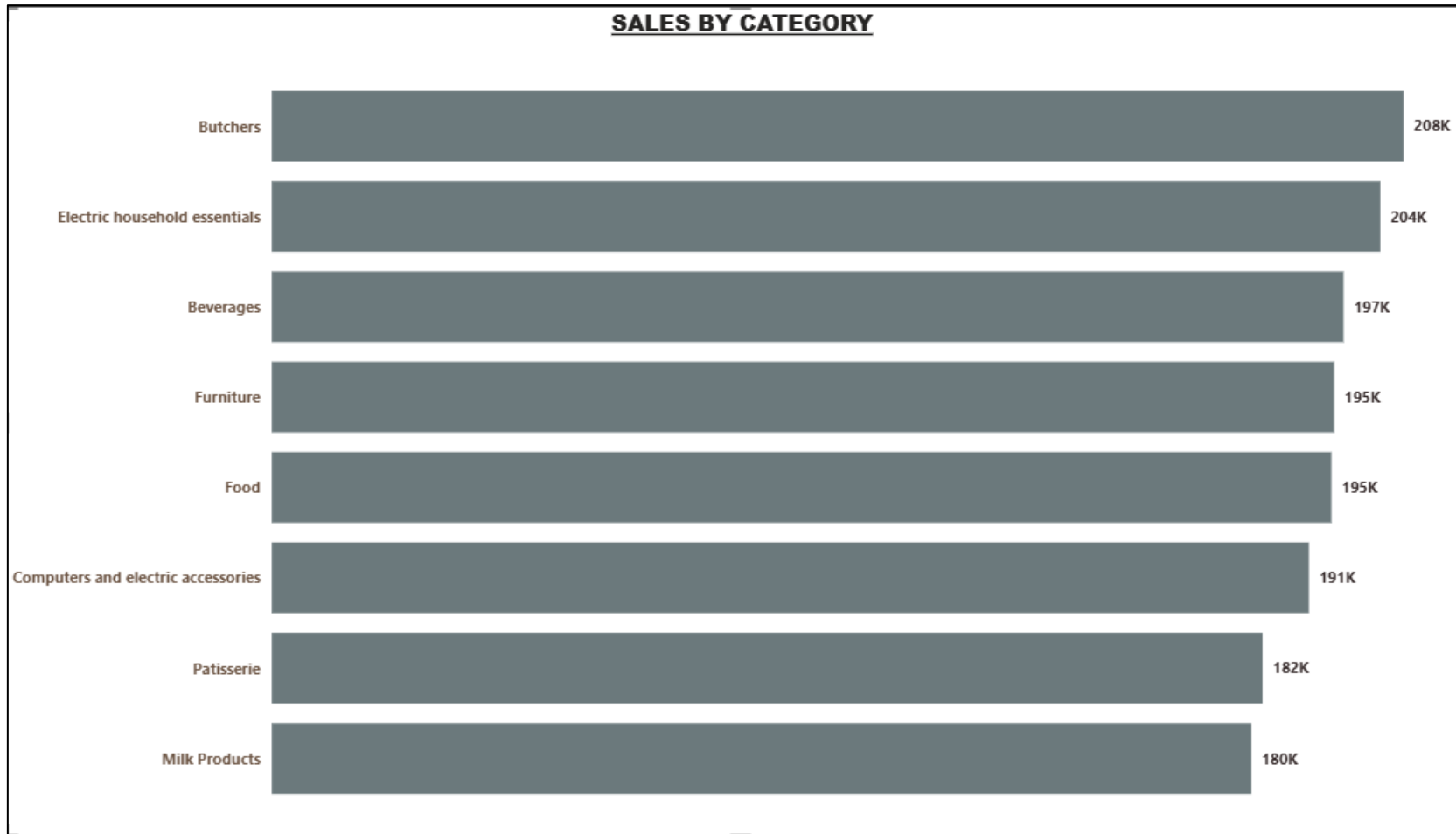
Sum of Quantity

**1.55M**

Sum of Total Spent

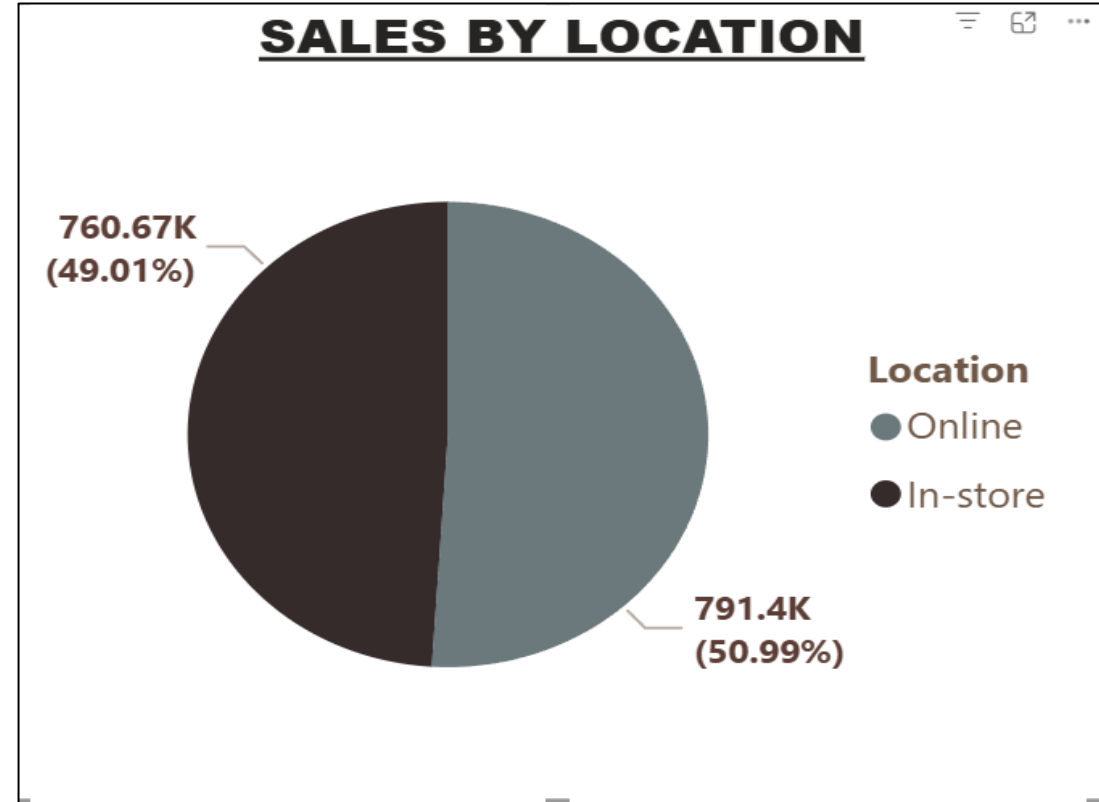
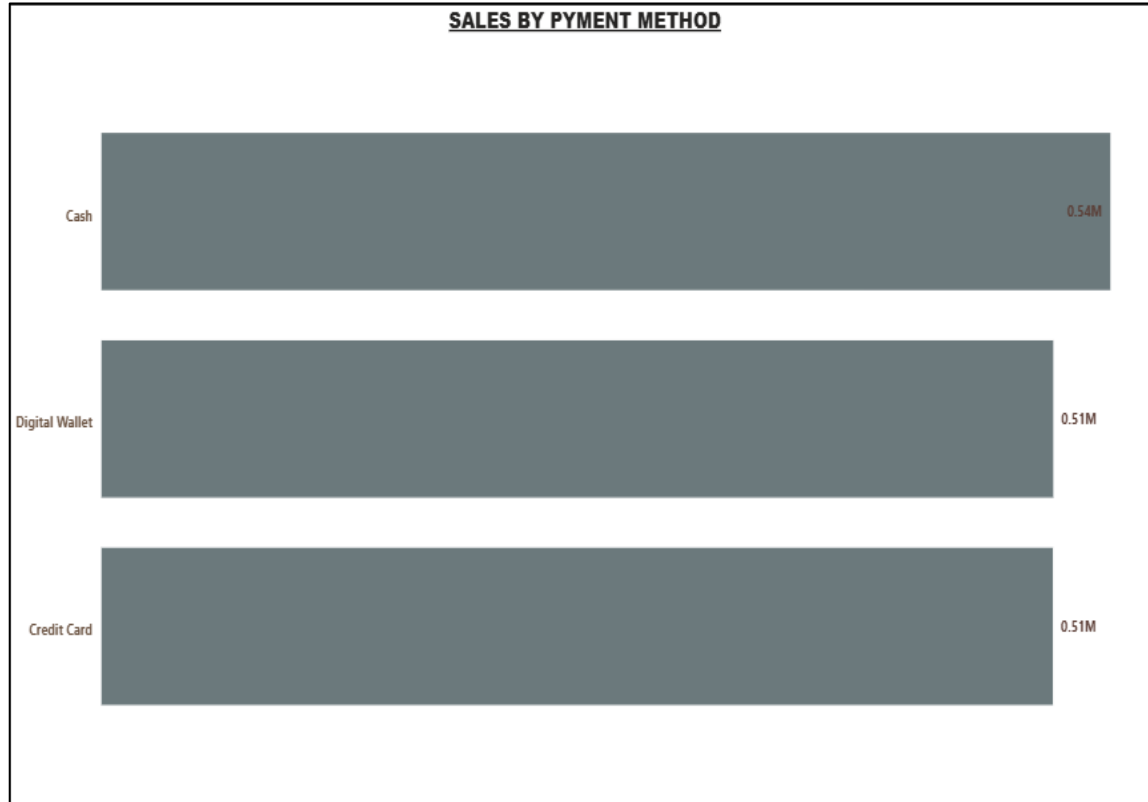
- The item with the highest spend reached 25,625 in total sales, with several other items each achieving around 19,000 to 22,000 in sales.
- The total sales in the analyzed period amount to approximately 1.55 million , with a total quantity of 66,000 items sold.

# SALES BY CATEGORY



- The “Butchers” category leads in the total spend, followed closely by electric household essentials and furniture.

# SALES BY PAYMENT METHOD AND LOCATION



- Cash is the leading payment method among customers . Digital wallet and credit card transactions are equally significant.
- Sales are almost evenly split between online and in-store purchases, and online sales slightly leads.



# SUMMARY

- Total sales: \$1.55 million across 66,000 items.
- Sales remained stable from 2022 to 2024.
- Online sales are slightly higher than in-store sales.
- Cash is the most popular payment method, followed by digital wallets and credit cards.
- Top categories include butchers and electric household essentials.

**THANK YOU**