

# Sport Products Sales Data Analysis

## Presenters

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# Agenda

- Introduction and Project Objectives
- Dataset Overview and Data Analysis Process
- Visualizations and Dashboards

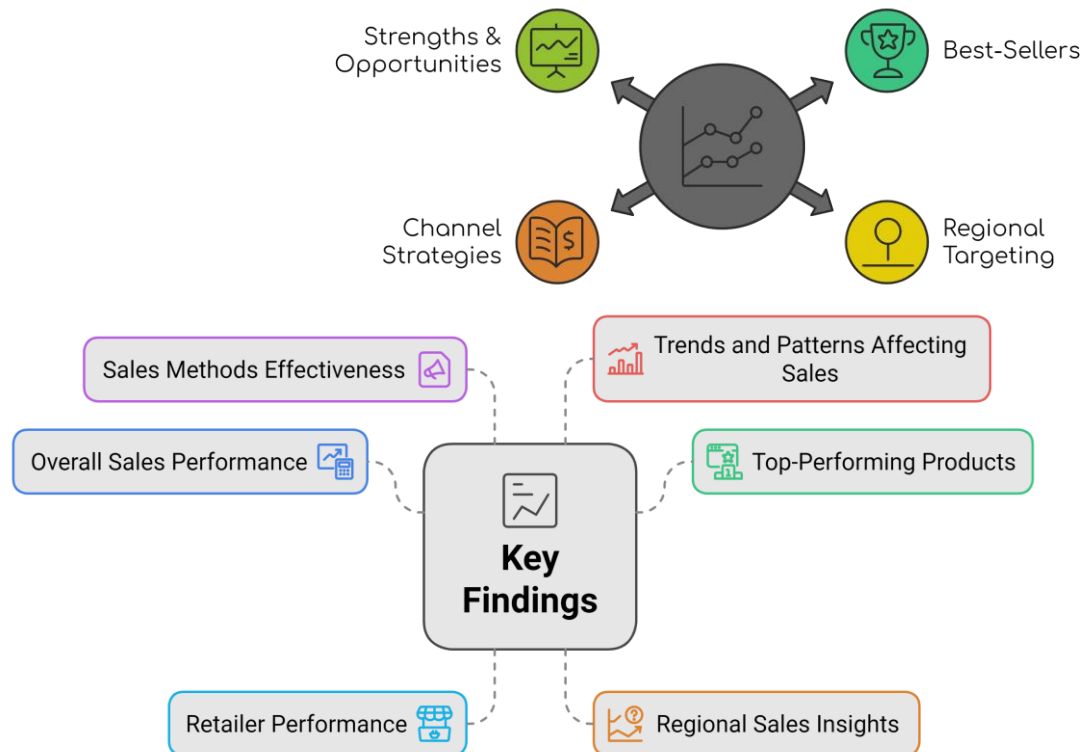


# Introduction

## Purpose

Comprehensive Sales Data Analysis by utilize Microsoft Power BI to thoroughly analyze our sales data and aim to transform raw data into meaningful insights.

## Objectives

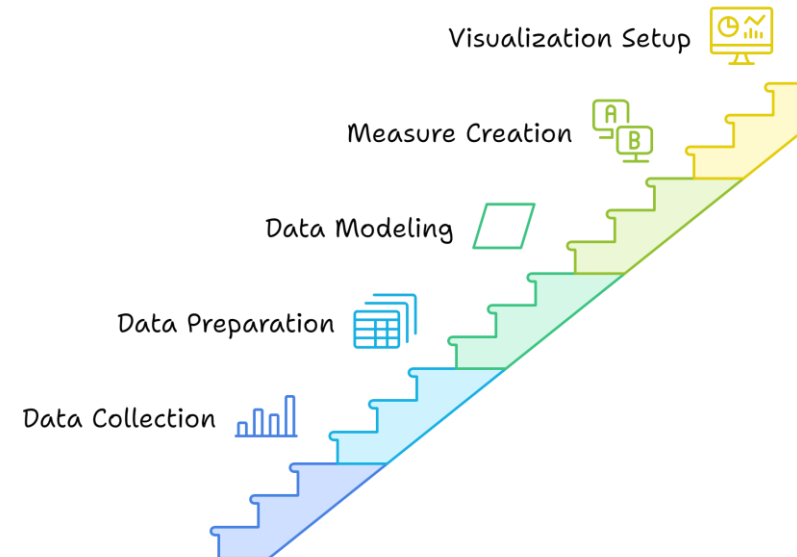


# Dataset Overview

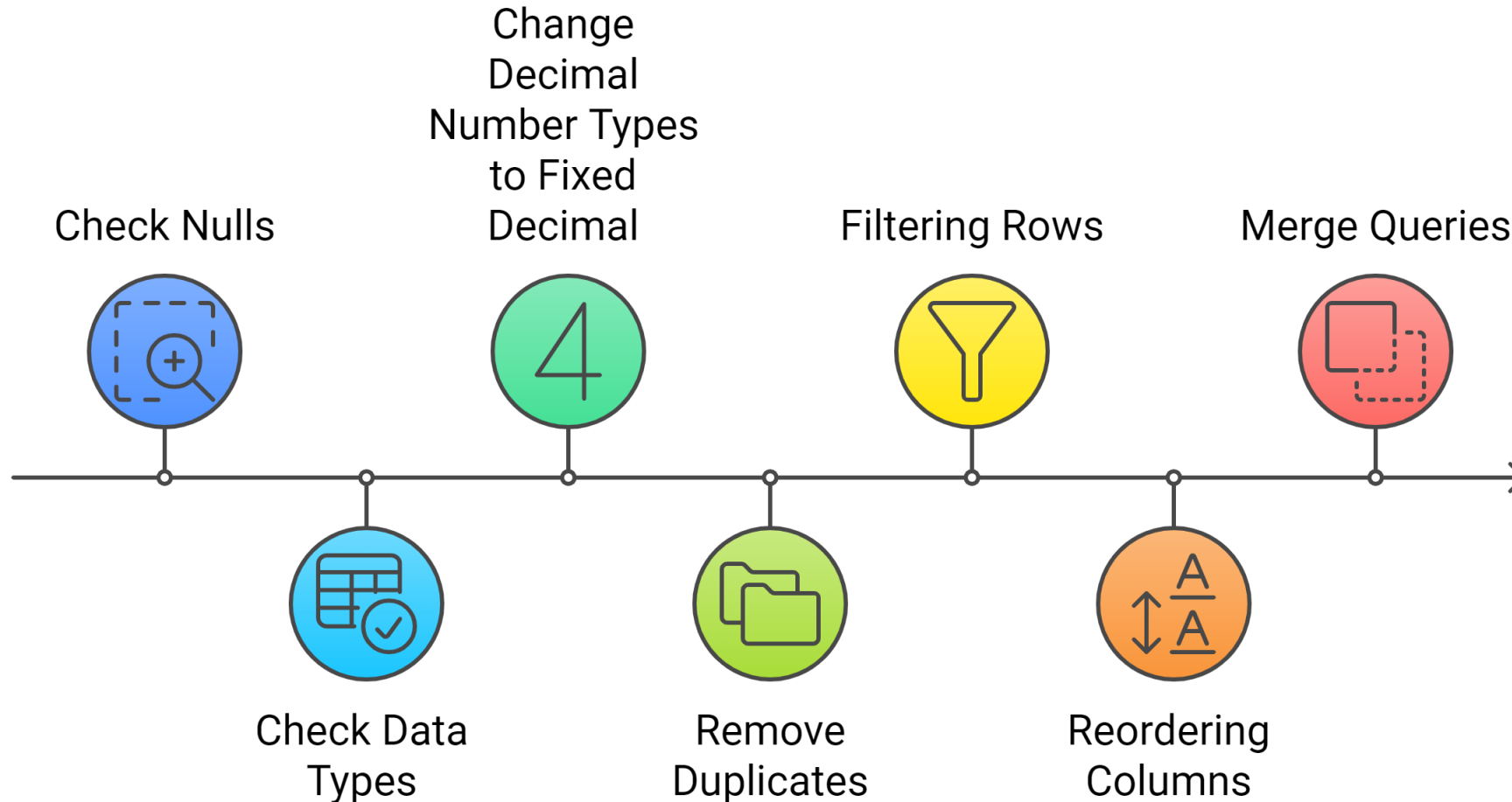
## Dataset Description



## Data Analysis Process



# Data Transforming



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# Product Sales Performance Overview

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# PRODUCT SALES ANALYSIS

[View Insights](#)

Showing Data for

1/1/2020



12/31/2021



## \$89.99M

TOTAL SALES



## \$33.21M

TOTAL PROFIT



## 2M

UNITS SOLD



## 9644

TOTAL ORDERS



Year

2020

2021

### sales by Quarter(Q) & Region

\$30M

\$20M

\$10M

\$0M

Q3

Q2

Q4

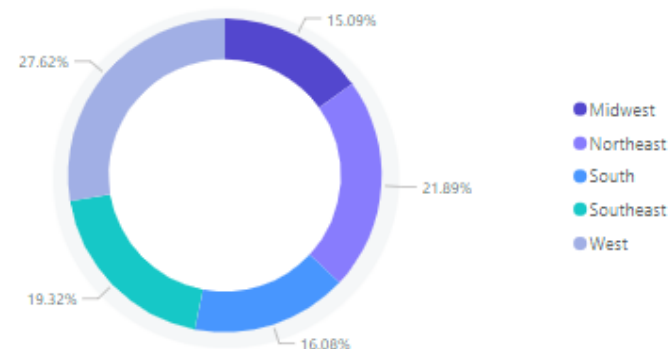
Q1

Region ● Midwest ● Northeast ● South ● Southeast ● West

Quarter

Month

### Region Sales Contribution



### Select Region

Midwest

Northeast

South

Southeast

West

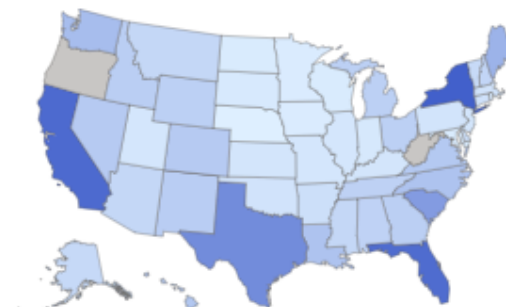
### Product Sales by Month

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	C
Men's Apparel	\$1.03M	\$0.92M	\$0.76M	\$0.99M	\$1.15M	\$0.95M	\$1.31M	\$1.18M	\$1.02M	\$
Men's Athletic Footwear	\$1.31M	\$1.09M	\$0.99M	\$1.19M	\$1.29M	\$1.13M	\$1.61M	\$1.82M	\$1.43M	\$
Men's Street Footwear	\$1.56M	\$1.42M	\$1.33M	\$1.68M	\$1.86M	\$1.72M	\$2.31M	\$2.19M	\$1.78M	\$
Women's Apparel	\$1.34M	\$1.04M	\$1.03M	\$1.51M	\$1.70M	\$1.74M	\$1.95M	\$1.60M	\$1.50M	\$
Women's Athletic Footwear	\$0.83M	\$0.72M	\$0.71M	\$0.81M	\$0.94M	\$0.87M	\$1.08M	\$1.08M	\$0.88M	\$
Women's Street Footwear	\$1.08M	\$0.92M	\$0.86M	\$1.04M	\$1.11M	\$1.06M	\$1.29M	\$1.36M	\$1.15M	\$

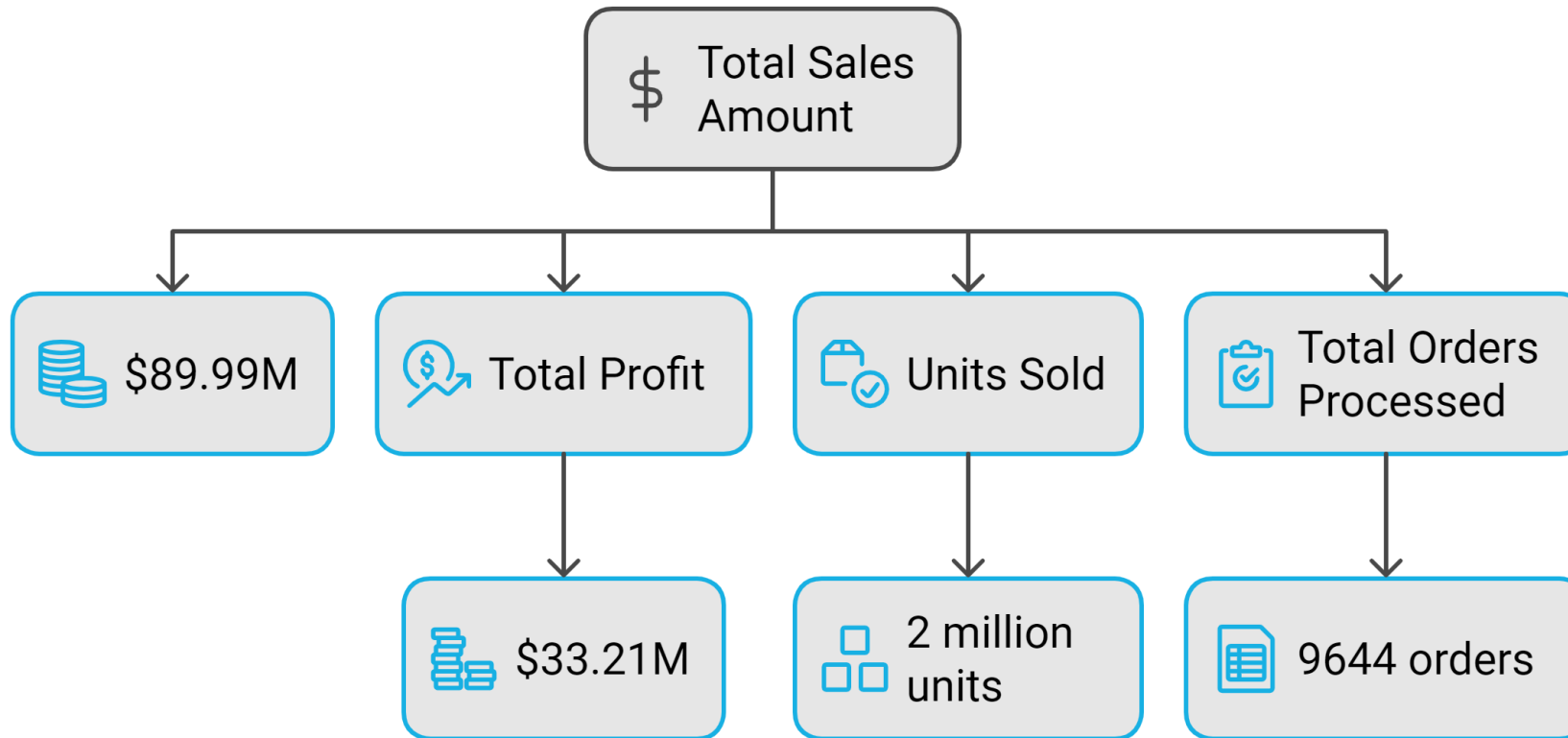
### Top 10 Locations

New York	\$6.4M
California	\$6.0M
Florida	\$5.9M
Texas	\$4.6M
South Carol...	\$4.0M
Maine	\$3.1M
Washington	\$2.6M
North Carol...	\$2.4M
Louisiana	\$2.4M
Hawaii	\$2.2M

### Total\_sales by State



What are the total sales, profit, units sold, and total orders processed during the selected time period?







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Product Sales &  
Performance

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# PRODUCT SALES ANALYSIS

[View Insights](#)Showing Data for  
1/1/2020 12/31/2021

## \$89.99M

TOTAL SALES



## \$33.21M

TOTAL PROFIT



## 2M

UNITS SOLD



## 9644

TOTAL ORDERS

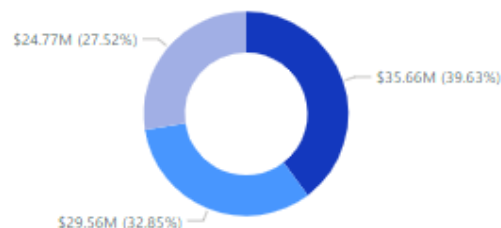


Year

2020

2021

### Total\_sales by Sales Method



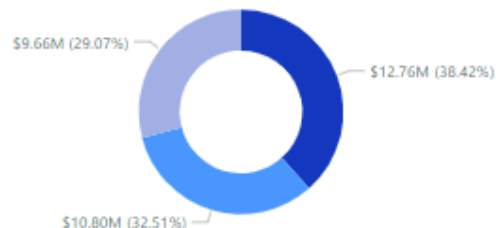
Sales Method

In-store

Outlet

Online

### Total\_Profit by Sales Method



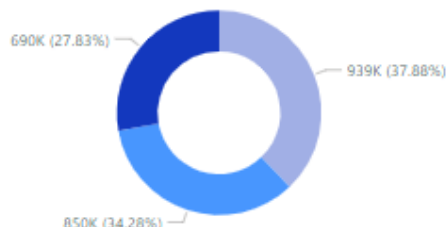
Sales Method

In-store

Outlet

Online

### Units\_sold by Sales Method



Sales Method

Online

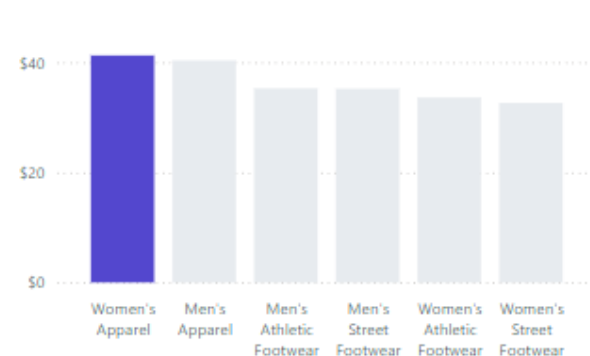
Outlet

In-store

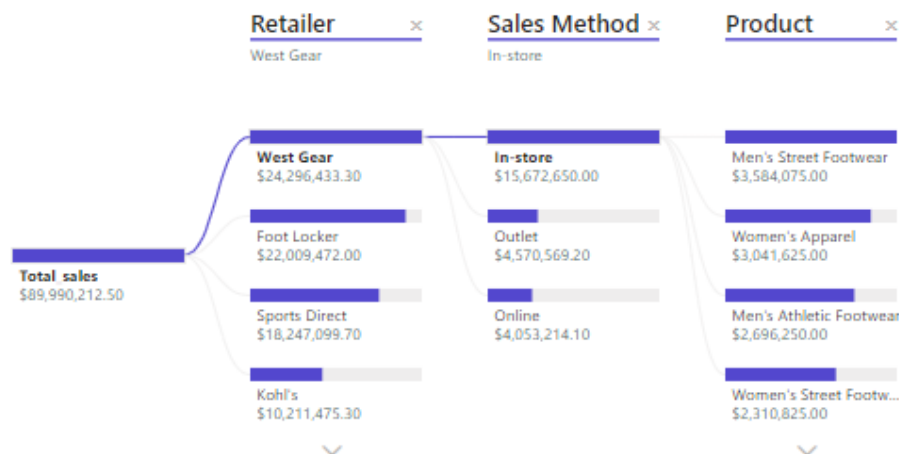
### sales by Product



### AvgSales per unit by Product



### Retailer Sales Decomposition



### Select Region

Midwest

Northeast

South

Southeast

West

10



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Findings Analysis

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Top 10 Locations



Total\_sales by State



Region Sales Contribution



The chart provides a visual representation of the top 10 states in terms of total sales.

### Top-selling states:

- **New York** is the clear leader with total sales of \$6.4 million.
- **California** and **Florida** follow closely behind with sales of \$6.0 million and \$5.9 million, respectively.
- **Texas, South Carolina, Maine, Washington, North Carolina, Louisiana, and Hawaii** round out the **top 10** with sales ranging from \$4.6 million to \$2.2 million.

### Sales distribution:

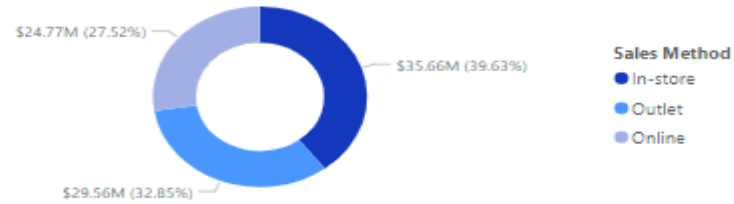
- The sales are concentrated in the eastern and western regions of the United States.
- The central and southern regions have lower overall sales compared to the east and west.

### Geographic patterns:

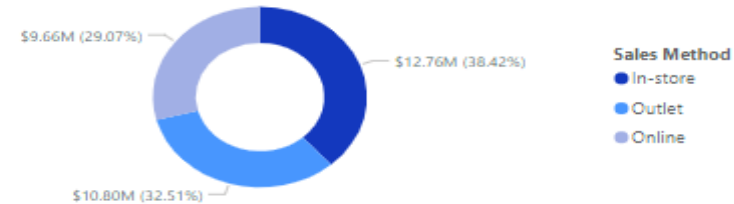
- **New York** and **California** have the highest sales, which may be attributed to their large populations and economic activity.
- **Florida's** high sales could be due to its tourism industry and large retiree population.
- **Texas's** sales may be driven by its energy sector and large population.



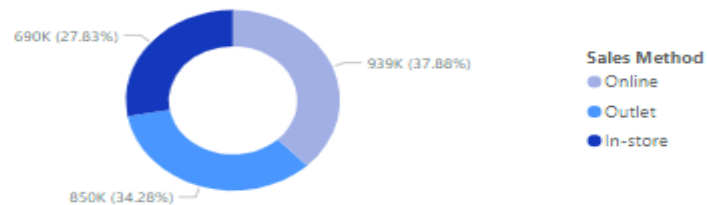
### Total\_sales by Sales Method



### Total\_Profit by Sales Method



### Units\_sold by Sales Method

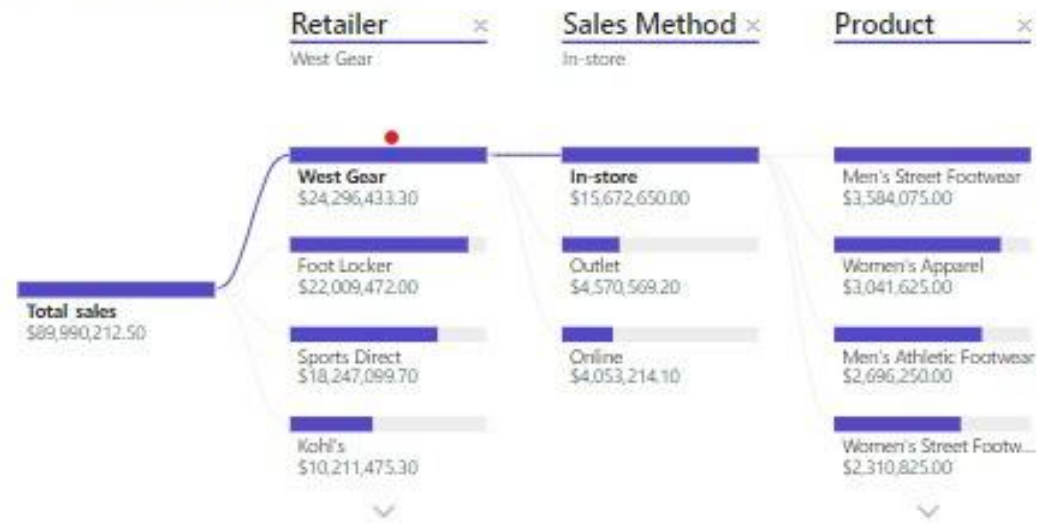


**Sales Performance:** Outlet is the top sales method (39.63%), followed by Online (32.85%) and In-store (27.52%). Outlet and Online channels drive the majority of sales.

**Profit Distribution:** Outlet leads in profit contribution (38.42%), with Online at 32.51% and In-store at 29.07%. While Outlet is most profitable, In-store's profit percentage is close.

**Units Sold :** Outlet also leads in units sold (37.88%), with Online and In-store both contributing 27.83%. Outlet sells more units per transaction, driving both sales and profit.

### Retailer Sales Decomposition



#### Retailer Performance:

- West Gear is the top-performing retailer with total sales of \$24,296,433.30.
- Foot Locker and Sports Direct follow with sales of \$22,009,472.00 and \$18,247,099.70, respectively.
- Kohl's has the lowest sales at \$10,211,475.30.

#### Sales Method Performance:

- In-store is the dominant sales method, contributing to the sales of West Gear.
- Outlet is used by Foot Locker and contributes to their sales.
- Online is the sales method for Sports Direct.

#### Product Category Performance:

- Men's Street Footwear is the top-selling product category, contributing to the sales of West Gear.
- Women's Apparel and Women's Street Footwear also have significant sales.
- Men's Athletic Footwear has the lowest sales among the analyzed products.



- The chart indicates a strong correlation between sales and profit.
- The business experienced significant growth from April to July.
- The slight decline in sales and profit from August to October may be due to seasonal factors or other external influences.
- The rebound in sales and profit in November and December suggests that the business is recovering from any temporary setbacks.

### Regional sales:

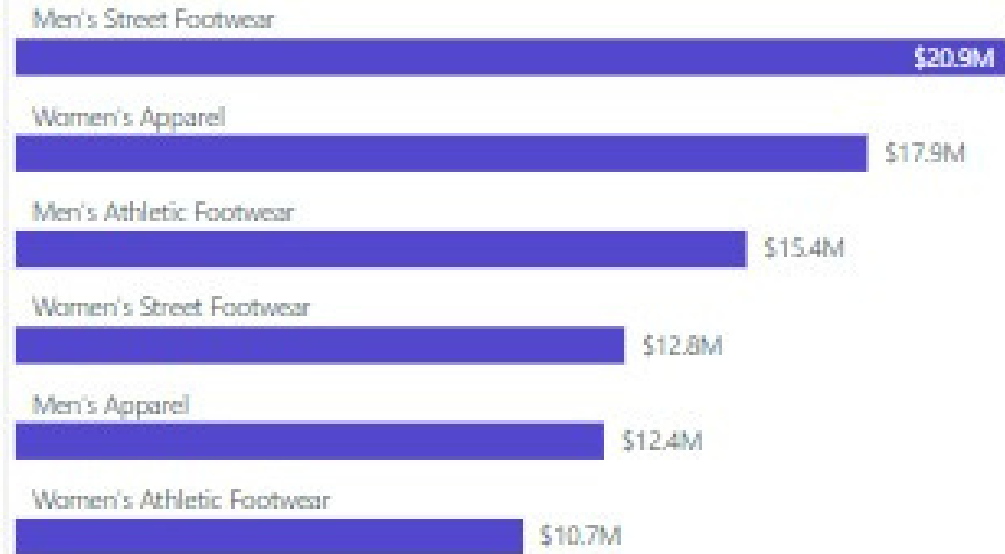
- The **Midwest** region has the highest sales in all quarters.
- The **Northeast** region has the second-highest sales in all quarters.
- The **South**, **Southeast**, and **West** regions have relatively similar sales levels across all quarters.

### Quarter-over-quarter trends:

- Sales in the **Midwest** region increased from Q1 to Q3 and then declined in Q4.
- Sales in the **Northeast** region increased from Q1 to Q2 and then remained relatively stable in Q3 and Q4.
- Sales in the **South**, **Southeast**, and **West** regions fluctuated throughout the year, with no clear trends.



## sales by Product



## AvgSales per unit by Product



### Sales distribution:

- The average sales per unit for the other product categories are relatively similar, ranging from \$30 to \$35.
- Men's Apparel** and **Men's Athletic Footwear** have slightly higher average sales per unit than **Men's Street Footwear** and **Women's Athletic Footwear**.

### Product performance:

- Women's Apparel** stands out as the product category with the highest average sales per unit, indicating that it is priced higher or has a higher perceived value. Although, Men's and Women's Street Footwear have the highest sales, indicating strong demand for these categories.
- The other product categories have relatively similar average sales per unit, suggesting that pricing and value perception may be comparable.

# Thank you

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