

# *SALES DATA ANALYTICS: EXTRACTING INSIGHTS FOR BUSINESS GROWTH*

Project Overview: Comprehensive analysis of sales data to identify key patterns, classify customer segments, and extract actionable insights for sustainable business growth



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# Data Overview & Methodology

## DATA OVERVIEW

- 01 Dataset: 2023 Sales Records (300+ transactions)
- 02 Revenue: Rp 4.04 billion
- 03 Categories: Electronics & Fashion
- 04 Period: 12-month analysis



## METHODOLOGY

- 01 Data preprocessing & classification
- 02 Performance analysis & trend identification
- 03 Strategic insight extraction & recommendations

# Executive Summary

This comprehensive sales data analytics project examines our 2023 business performance to unlock growth opportunities and optimize revenue strategies.

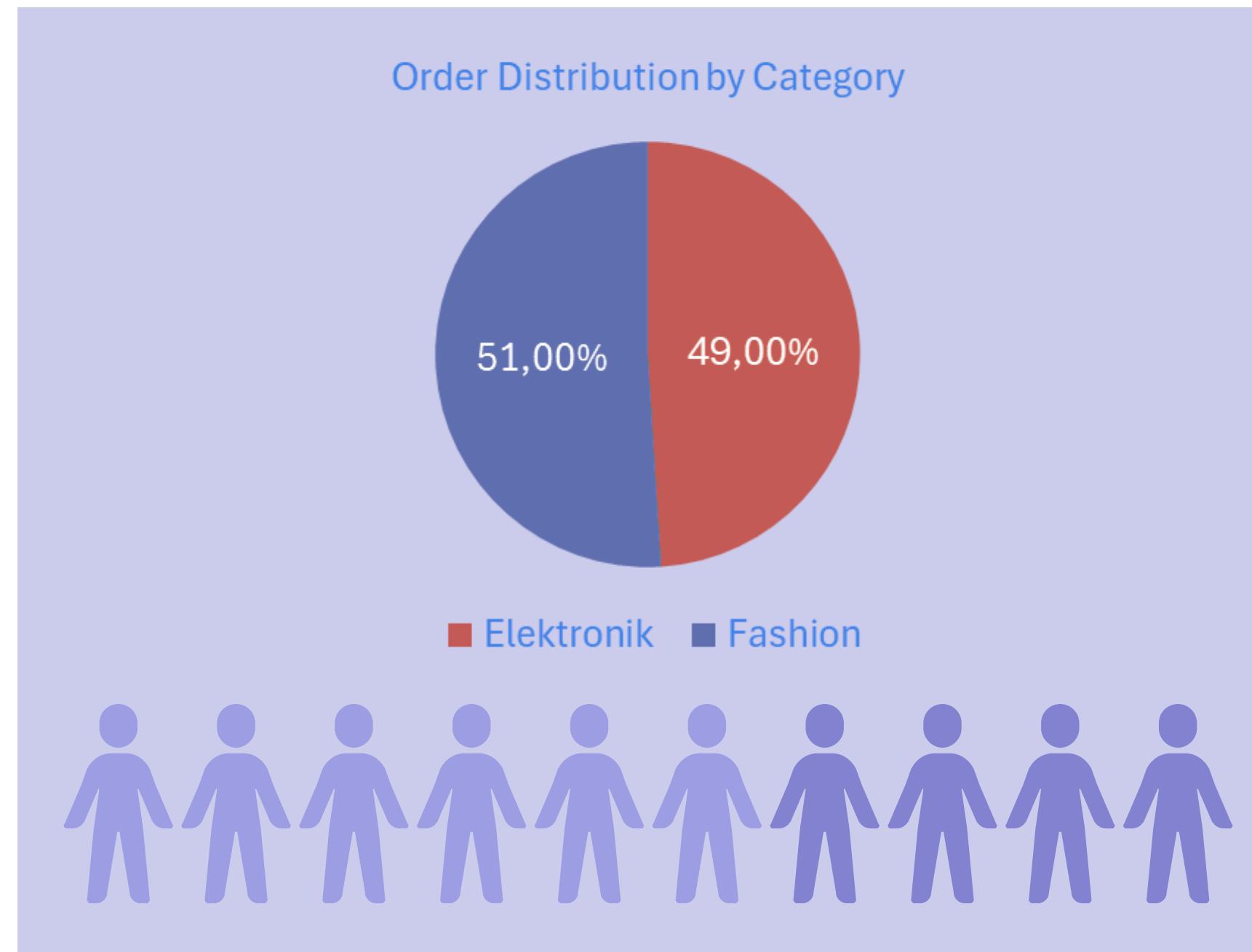
**Key Focus** Our 12-month analysis covers multi-city customer behavior, seasonal patterns, and product performance to identify growth opportunities and optimize business strategies.

**Expected Impact** Data-driven insights will enable customer segmentation optimization, product portfolio enhancement, and targeted revenue acceleration strategies.

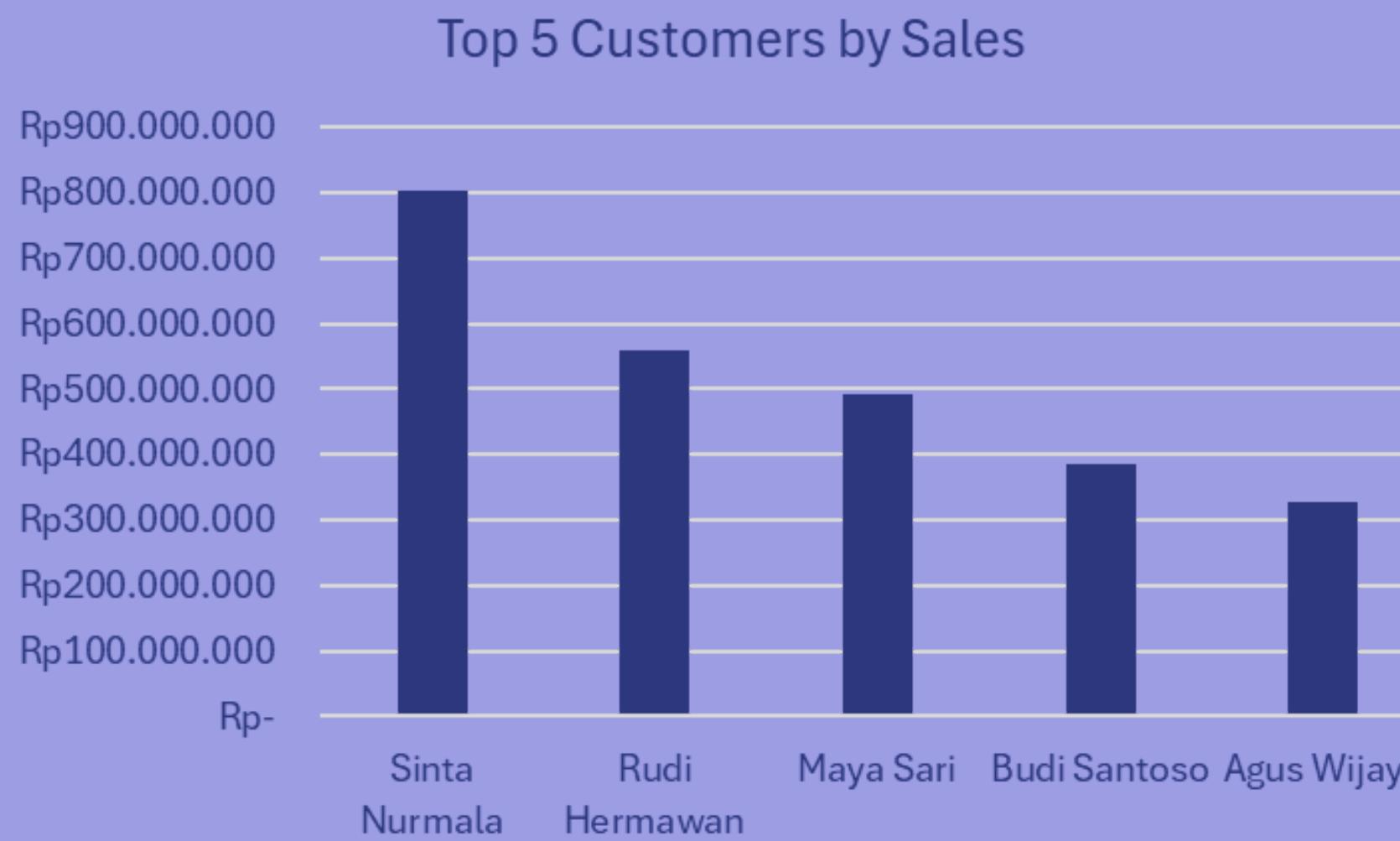


# Data Classification Results

The analysis reveals a well-balanced product portfolio with Electronics contributing 49% (147 orders) and Fashion 51% (153 orders) of total transactions. Our customer base spans multiple Indonesian cities including Jakarta, Bandung, Surabaya, and Medan, demonstrating strong geographic diversification. Temporal analysis shows consistent year-round performance with notable peaks in October (34 orders) and strong performance in August and September (27 orders each), indicating clear seasonal opportunities.



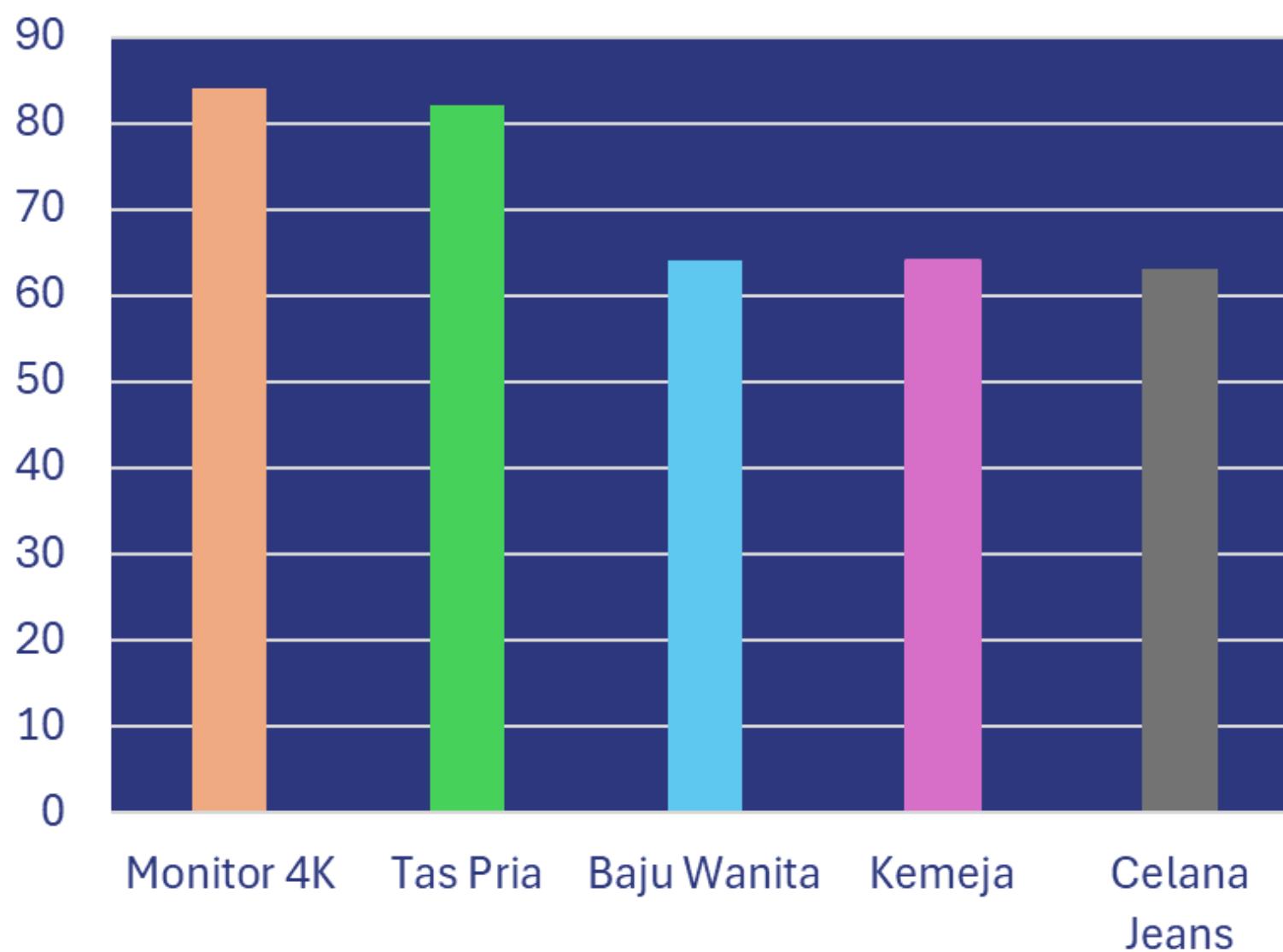
# *Customer Behavior Analysis*



Customer performance analysis identifies significant revenue concentration among top performers, with Sinta Nurmala leading at Rp 803 million, followed by Rudi Hermawan (Rp 558M) and Maya Sari (Rp 493M). This concentration pattern reveals the critical importance of key account management and customer retention strategies. Payment method preferences show healthy diversification across Credit Card, Bank Transfer, PayLater, QRIS, and Cash on Delivery options, indicating flexible customer payment behaviors across different segments and geographic locations.

# Product Performance Insights

Top 5 Best-Selling Products by Quantity



Product quantity analysis reveals Tas Pria as the highest-volume seller with 83 units, closely followed by Monitor 4K (84 units) and Baju Wanita (64 units), demonstrating strong cross-category performance. Brand analysis shows XIAOMI, ASUS, LG, and SONY leading in Electronics, while NIKE, ADIDAS, ZARA, and H&M dominate Fashion categories. The data indicates consistent demand patterns throughout the year with Electronics showing seasonal peaks and Fashion maintaining steady performance, creating inventory optimization opportunities.

# Sales Performance Trends

Monthly revenue analysis demonstrates clear seasonal patterns with identifiable peak performance periods that correlate strongly with order volume fluctuations. The revenue trajectory shows consistent performance throughout 2023 with notable seasonal variations that provide forecasting opportunities. Category comparison reveals balanced contribution from both Electronics and Fashion segments, with each showing distinct seasonal characteristics that can inform targeted marketing and inventory strategies.



Monthly Sales Trend





# *Key Business Insights*

Critical analysis reveals that customer concentration among top performers creates both opportunity and risk, requiring strategic customer relationship management. The near-equal split between Electronics and Fashion categories provides portfolio stability and reduces market dependency risks. Geographic diversity across multiple Indonesian cities demonstrates strong market penetration while revealing expansion opportunities in existing and new markets. Strong customer loyalty evidenced by repeat purchases indicates effective customer satisfaction and retention potential.

# Strategic Recommendations

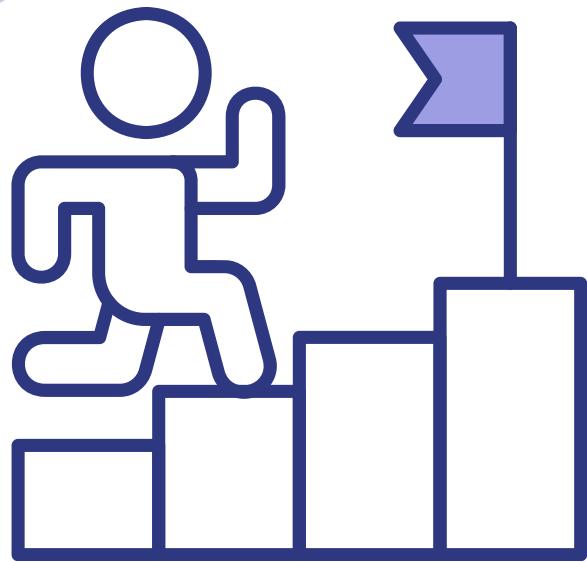
Customer strategy should prioritize developing VIP programs for top revenue contributors while implementing retention strategies for mid-tier segments and pursuing geographic expansion in high-performing cities. Product optimization requires increased inventory allocation for best-selling items like Tas Pria and Monitor 4K, seasonal planning based on monthly performance trends, and cross-category bundling initiatives. Revenue acceleration opportunities include focused marketing during peak months, payment method optimization for enhanced customer convenience, and targeted acquisition campaigns for underperforming segments.



# Implementation Roadmap



Immediate actions for the next 1-3 months include launching a comprehensive top customer loyalty program, optimizing inventory levels for best-performing products, and implementing targeted seasonal marketing campaigns. Short-term goals spanning 3-6 months focus on geographic market expansion planning, developing cross-category product bundling initiatives, and refining customer segmentation strategies. Long-term strategy over 6-12 months involves implementing advanced analytics capabilities, developing predictive modeling for demand forecasting, and comprehensive market expansion initiatives.



## *Conclusion & Next Steps*

This comprehensive sales data analytics project successfully transforms raw transaction data into strategic business intelligence, revealing critical insights about customer behavior, product performance, and market opportunities. The balanced portfolio between Electronics and Fashion, strong customer loyalty indicators, and clear seasonal patterns provide solid foundation for growth. Next steps include immediate implementation of recommended strategies, establishing performance monitoring systems, and developing advanced analytics capabilities for continuous business optimization and sustainable growth acceleration.

# *Thank You*

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