

Sales Analysis

Business Problem:

Rayman distributors, one of the leading office supply companies that provide trustworthy and affordable products globally. The business has been pivotal in the office supply industry providing and pursuing one-stop supply solutions. Rayman distributors provides essential supplies in various categories such as furniture, office supplies and technology. Rayman distributors are currently running low on finances and are keen on increasing their profit margin to cover their finances by inculcating different strategies or methods.

Assumptions:

- No unusual occurrences in the dataset used will have a substantial impact on the analysis.
- The company are not currently using any of the suggested solutions.

Purpose:

- Analyzing the profit on sales.
- Analyzing the sub-categories generating less sales.

Dashboard:



Analysis & Suggestions:

- The sub-categories such as envelopes, labels, fasteners are generating less sales and thus investment in such categories could be limited or such categories could be eliminated to save finances.
- Office Supplies and Technology are the categories which are gaining profit overtime but furniture category is losing profits despite their sales in large numbers. The quality of material should be reviewed.
- California, New York and Texas are the states generating more sales as compared to others. The company must hold advertising campaigns in others states catching view of the people residing in these states, thus increasing the sales.
- Sales are getting better in the second half of the year. The customer count is increasing with time and there are some customers generating good profit to the company. These customers should be given customized offers as these customers profits the company making them stay connected with the company in the long run could be profitable.