

SALES DATA ANALYSIS

A deep dive into sales data, aimed at extracting valuable insights to enhance strategic decision-making

Goal

- Analyze sales data to identify trends, top-selling products, and revenue metrics for business decision-making.

Columns for the Sales Dataset

- ORDER ID
- PRODUCT
- QUANTITY ORDERED
- PRICE EACH
- ORDER DATE
- PURCHASE ADDRESS
- MONTH
- SALES
- CITY
- HOUR

EXECUTION PART

- Transformation of Data
- Data Visualization

Revenue

€34.49M

Sales Qty

€209.08K

Sales Dashboard

Profit Margin

58.83%

City

(All)

Product

(All)

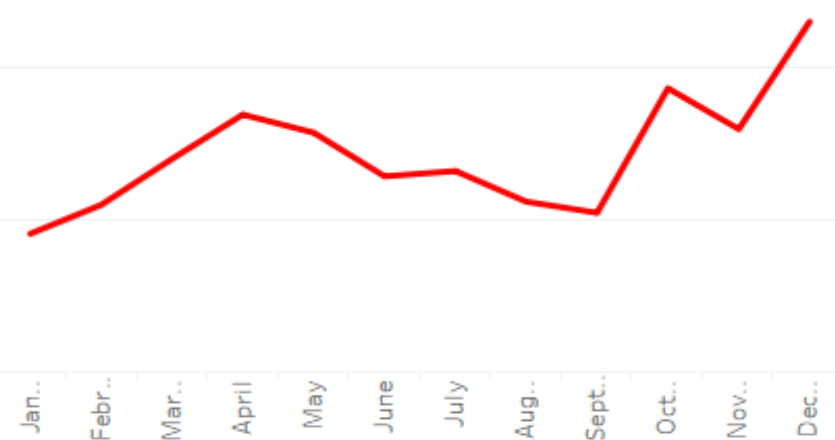
Month Name

(All)

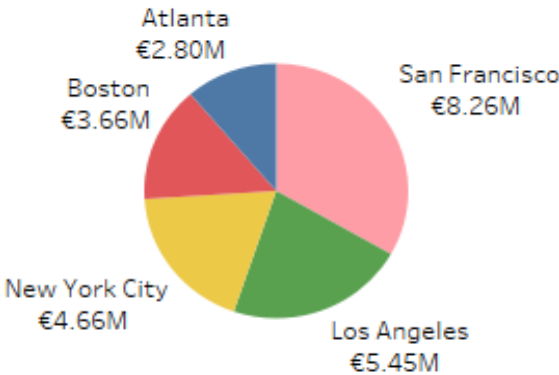
Weekday

(All)

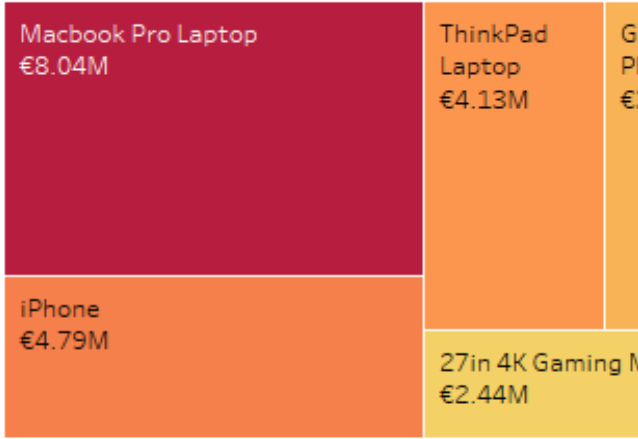
Sales Trend over Time



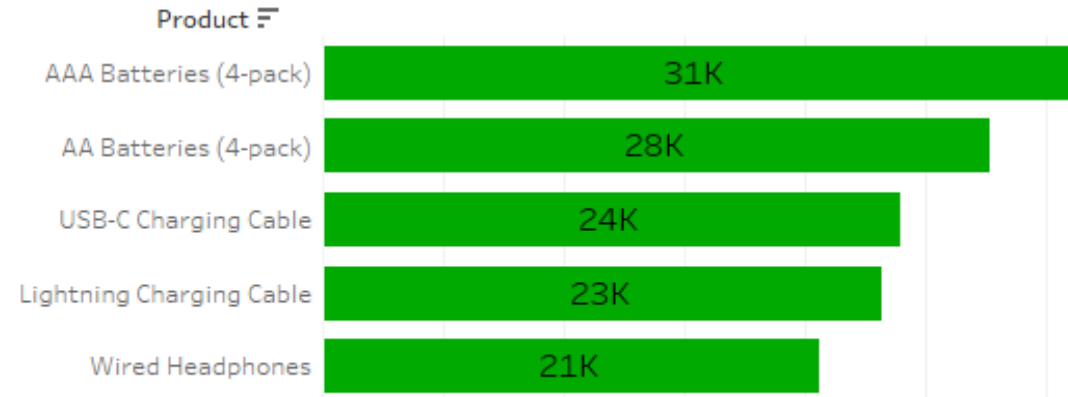
Top 5 Cities by Sales



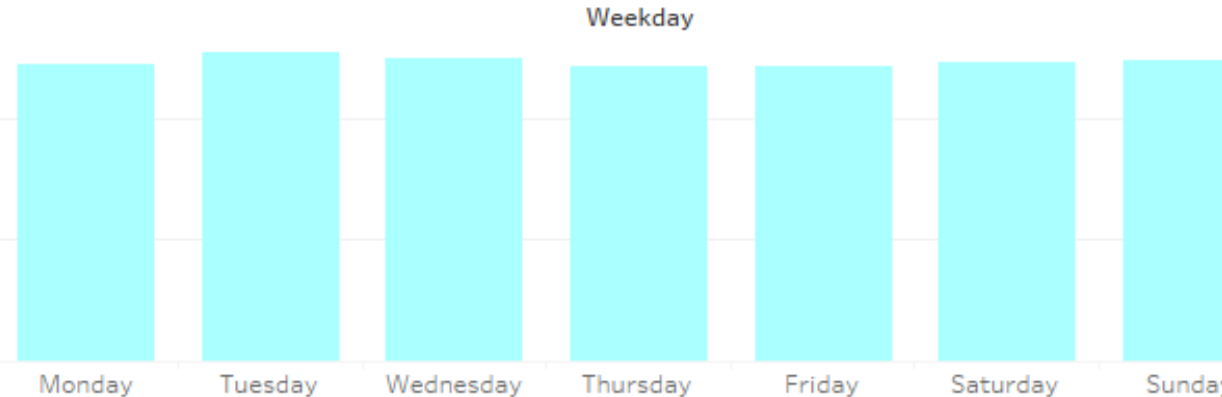
Top 5 products by Sales



Top 5 best Selling Product



Weekly sales distribution by weekday



THANK YOU