Data Overview

The dataset contains sales records from various countries in Europe and includes details such as Item Type, Sales Channel, Order Priority, Order Date, Order ID, Ship Date, Units Sold, Unit Price, Unit Cost, Total Revenue, Total Cost, and Total Profit.

Initial Findings and Basic Statistics

1. **Total Sales**:

   o The cumulative total revenue from all records provides insight into the overall sales performance across Europe. 1,703,622,398.11

2. **Sales by Country**:

   o This metric shows which country has the highest sales, indicating market penetration and demand in specific locations. Kosovo shows the highest sales.

3. **Sales by Item Type**:

   o Analyzing sales by item type helps identify which products are most popular and generate the most revenue. The most popular product is "Office Supplies"

4. **Sales by Sales Channel**:

   o Differentiating sales by channel (online vs. offline) offers insights into consumer purchasing behaviors. The analysis shows that offline sales channel if getting higher sales than online sales.

Example Insights from Initial Analysis

- **Top Performing Country**: The country with the highest total sales was identified, suggesting a strong market presence or effective sales strategies in that location.

- **Most Popular Item**: The item type contributing the most to total sales indicates consumer preference and potential areas for further market development.

- **Preferred Sales Channel**: Insights into which sales channel (online or offline) dominates could influence marketing and sales strategies.

Graphical Visualization

A bar chart was created to visualize total sales by country, which clearly shows the distribution of sales across Europe, highlighting top-performing countries.

Use of Insights

These initial insights serve as a baseline for understanding the current market dynamics within the dataset.