

# **Gym Supplements Sales Analysis**

Excel Project Report by  
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# Introduction

Gym supplements have become a global phenomenon, significantly impacting the health, fitness, and wellness industries. Designed to enhance physical performance, aid in muscle recovery, and support nutritional needs, these products cater to a diverse audience ranging from professional athletes to everyday fitness enthusiasts. The growing awareness of health and fitness has fueled the demand for supplements like protein powders, amino acids, pre-workouts, and vitamins. While they offer numerous benefits, such as improved strength, endurance, and faster recovery, their widespread use has also raised concerns about potential side effects, misuse, and the need for proper regulation. As the industry continues to evolve, balancing the advantages of gym supplements with education on safe and effective use remains crucial for promoting overall well-being worldwide.

This project analyzes the sales performance of gym supplements across various segments and regions. The dataset includes detailed sales, profit, and customer information, providing insights into product performance and customer preferences.

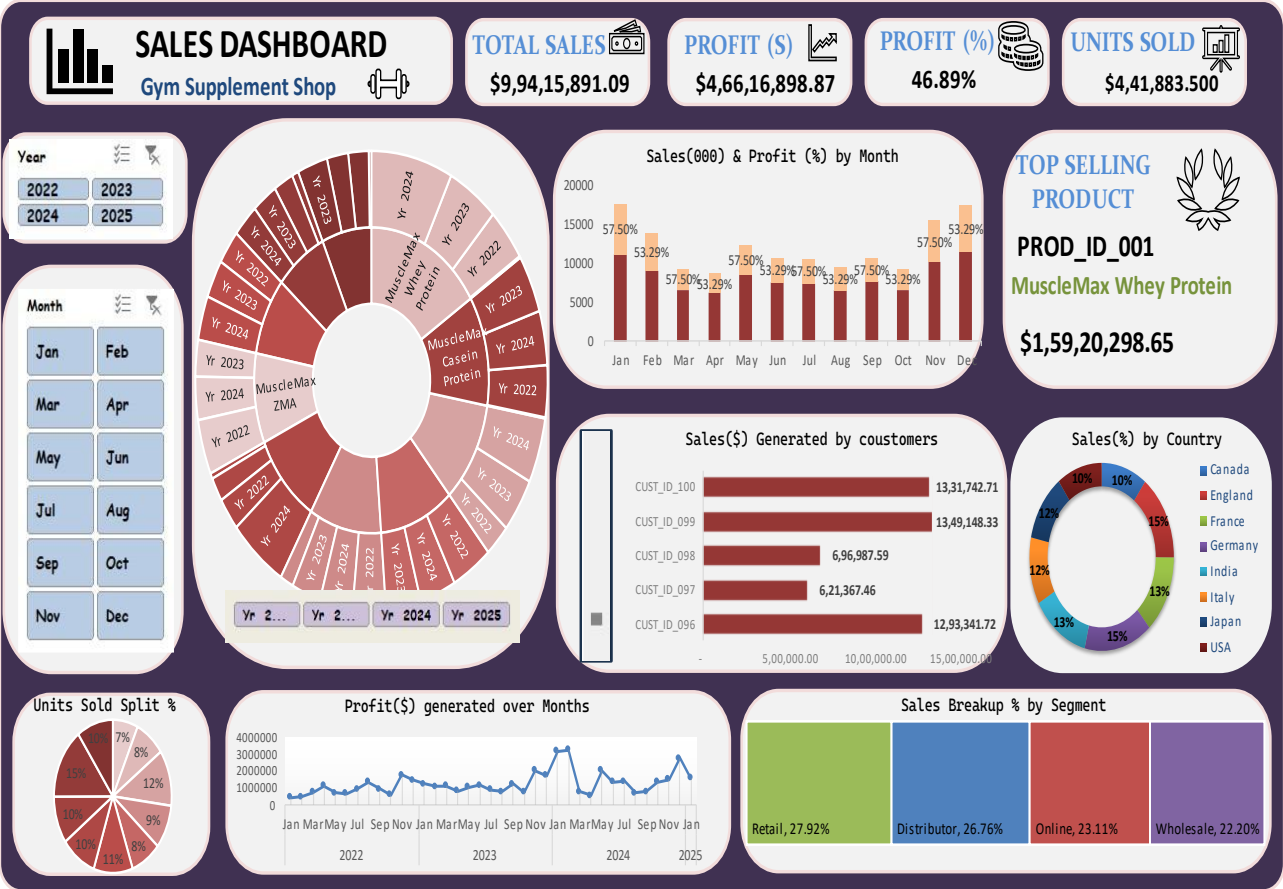
# Key Factors Considered

- - Sales and Profit Data
  - Customer Segmentation (Wholesale, Retail, Online)
  - Product Categories (e.g., MuscleMax BCAAs)
  - Discounts and Profit Margins
  - Yearly and Monthly Trends

# Objectives

- - Analyze sales and profit trends across different segments and regions.
  - Identify top-performing products and customer segments.
  - Evaluate the impact of discounts on profit margins.
  - Provide actionable recommendations to enhance sales performance.

# Dashboard Visualisation



# Dashboard Analysis

- The dashboard visualizes key metrics, including total sales, profits, and segment-wise performance. It highlights the top products, customer segments, and regions contributing to revenue. The sunburst chart provides a clear view of product-wise sales distribution over the years.

# Methodology

- - Data Cleaning and Preparation from raw sales data.
- Creation of Pivot Tables for summarizing key metrics.
- Visualization using dashboards and sunburst charts.
- Analysis of trends and patterns to derive insights.

# Suggestions

- - Focus on high-performing segments like Retail and Online.
- Optimize discount strategies to balance sales volume and profit.
- Expand the product range based on top-selling items.
- Strengthen customer relationships in high-revenue regions.



# Conclusion

- The analysis reveals significant growth in gym supplement sales, particularly in the Retail and Online segments. By refining discount strategies and focusing on top products, the company can further enhance profitability and market reach.