Data Analysis

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Project Overview

The Sales order analysis involve a lot of category like :
Purchasing Price,Planned price, Quantity, Order Date,Product Name
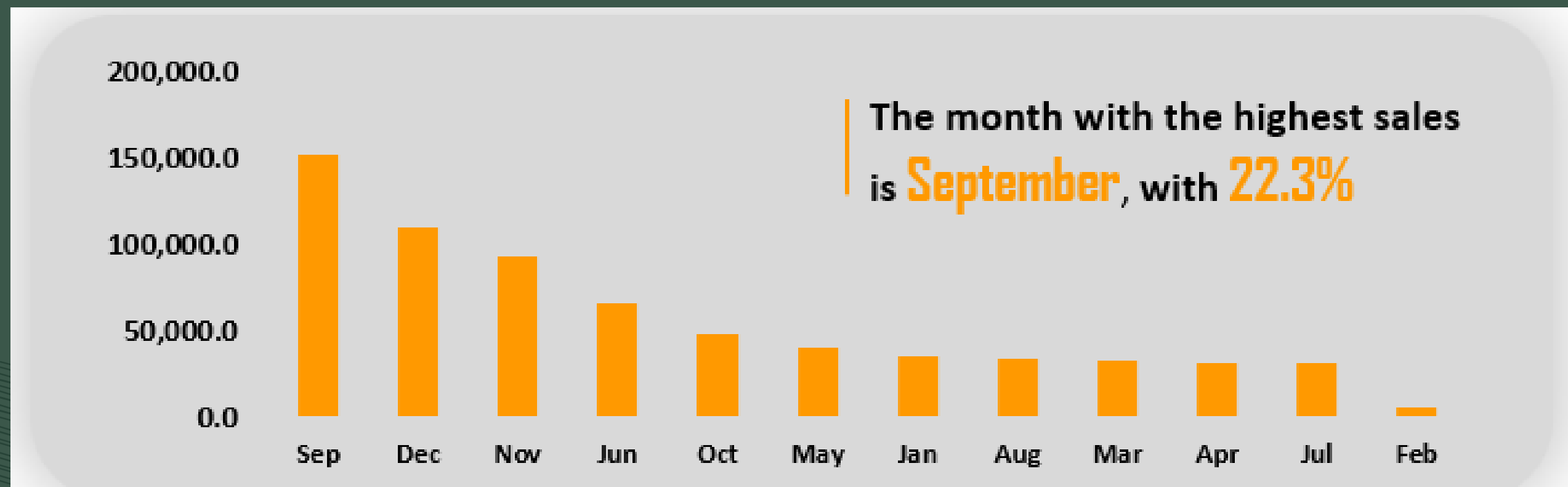Region, etc… .

which customer take discount on his order , that make gap between
purchasing price and planned purchasing price that make necessary
to analysis the data to detect the gap.

Project Goals

1. Build a risk-based segmentation for increase sales by analyzing the given historical data of customer (what are the most correlated variables that have a major impact on customer'sprofile?)

2. Identify any risk concentration (in different variables: Sales, Customer Retention Rate, Rate of Adoption, Total Orders ... etc.)

3. Try to minimize the risk of our data and maximize our sales.

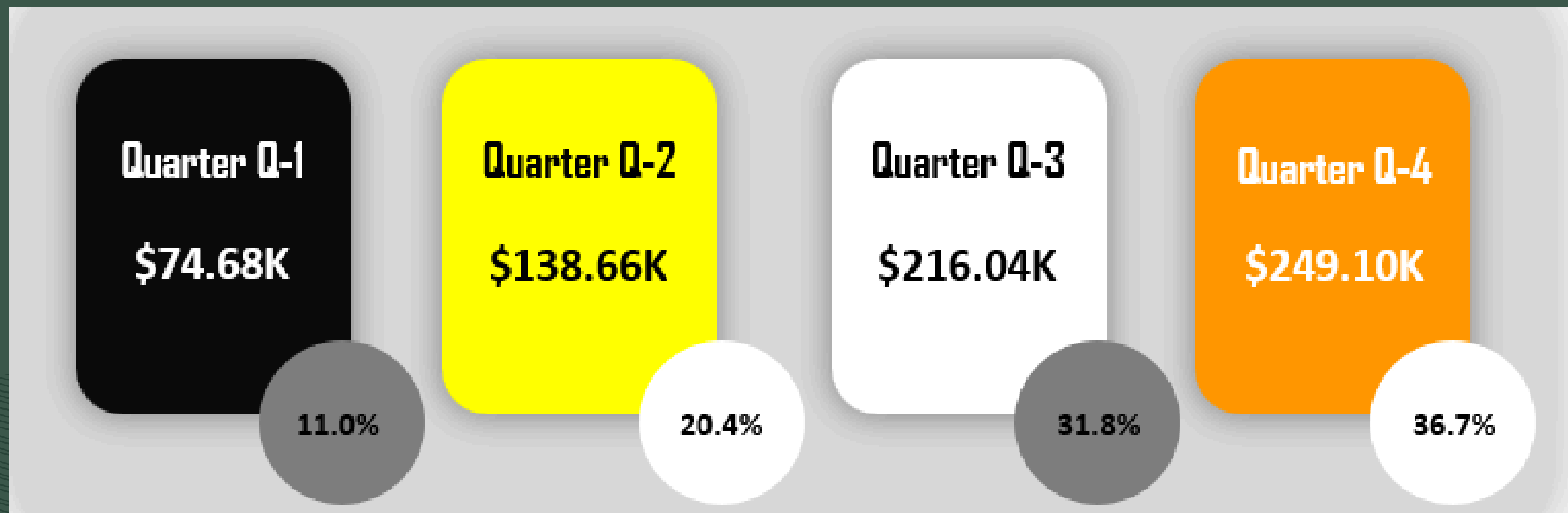4. Give recommendations of how we can better counter that Risk to enhance company level.

Month by Sales

Top 3 months they made sales are September December, October.
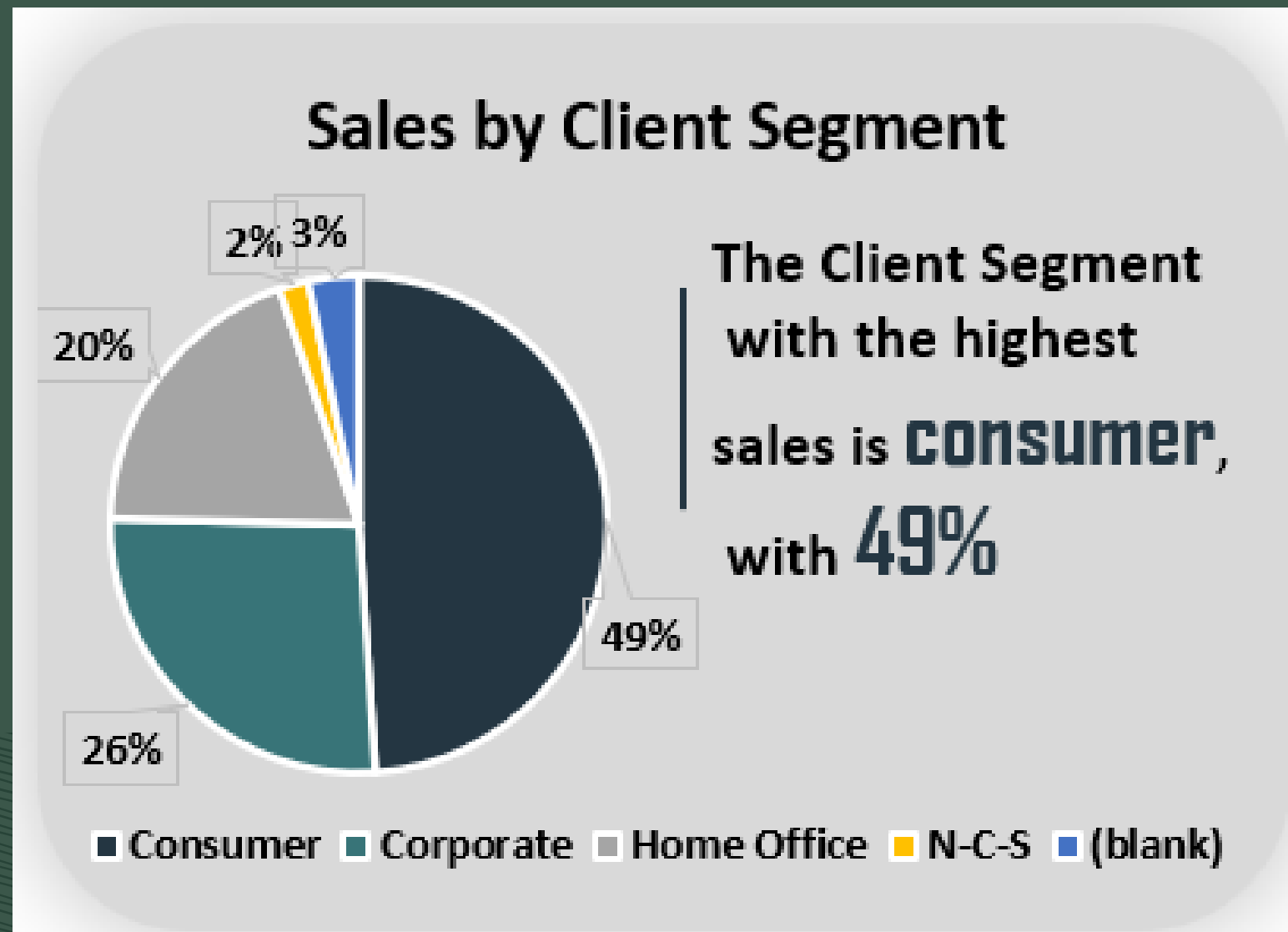

The month with the highest sales is **September**, with **22.3%**

200,000.0	
150,000.0	
100,000.0	
50,000.0	
0.0	

Sep Dec Nov Jun Oct May Jan Aug Mar Apr Jul Feb

Client Segment by Sales

Sales by Client Segment

The Client Segment with the highest sales is **consumer**, with **49%**

2% 3%
20%
49%
26%

■ Consumer ■ Corporate ■ Home Office ■ N-C-S ■ (blank)

Top one Client segment is made sales is **Consumer** with **49%**

Customer Name by Sales

Top-5 Customer Name

Customer	Sales
Becky Martin	37,432.8
Ross Baird	23,816.3
Kelly Collister	22,944.7
(blank)	22,223.5
Christopher Martinez	19,732.4

Sales shere of the
Top-5 Customer Name vs Others

Top-5
18.6%

Others
81.4%

Top-5 **Customer Name**
is made sales are
Beck Martin
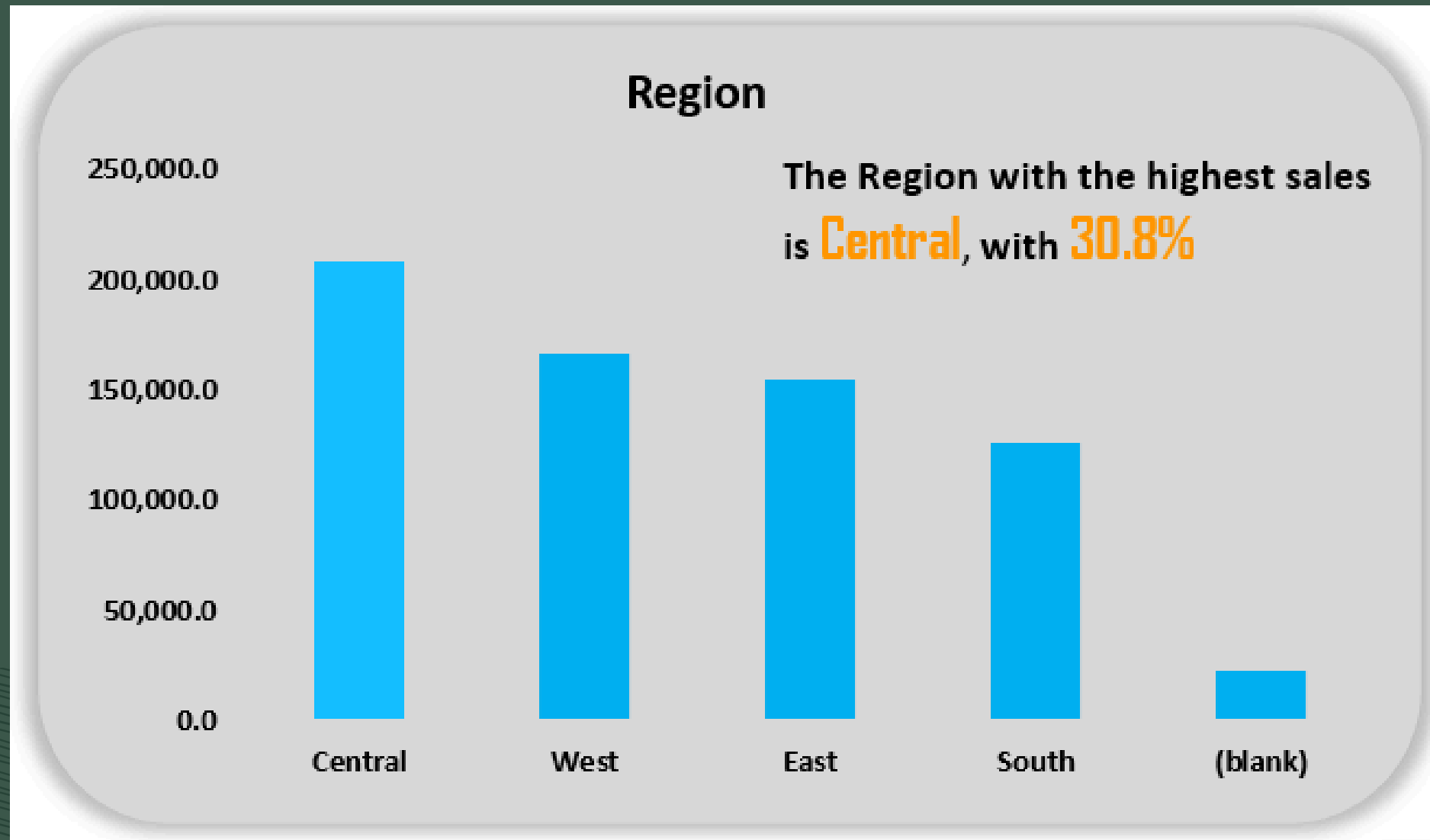Ross Baird
Kelly,...etc,
with **18.6%**

State by Sales

Sales shere of the
Top-5 State vs Others

Top-5
51.2%

9.6%

13.5%

9.6%

15.1%

6.4%
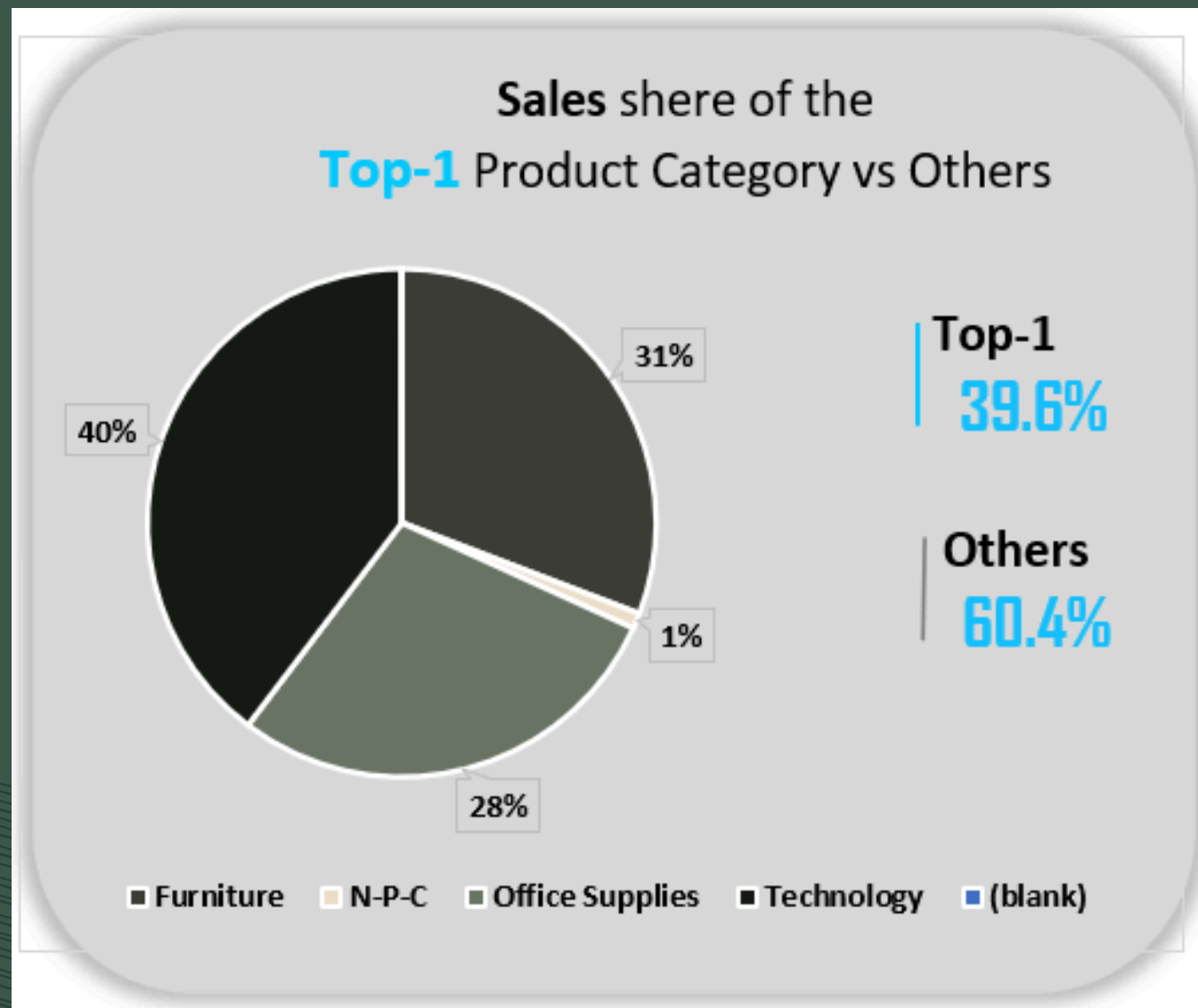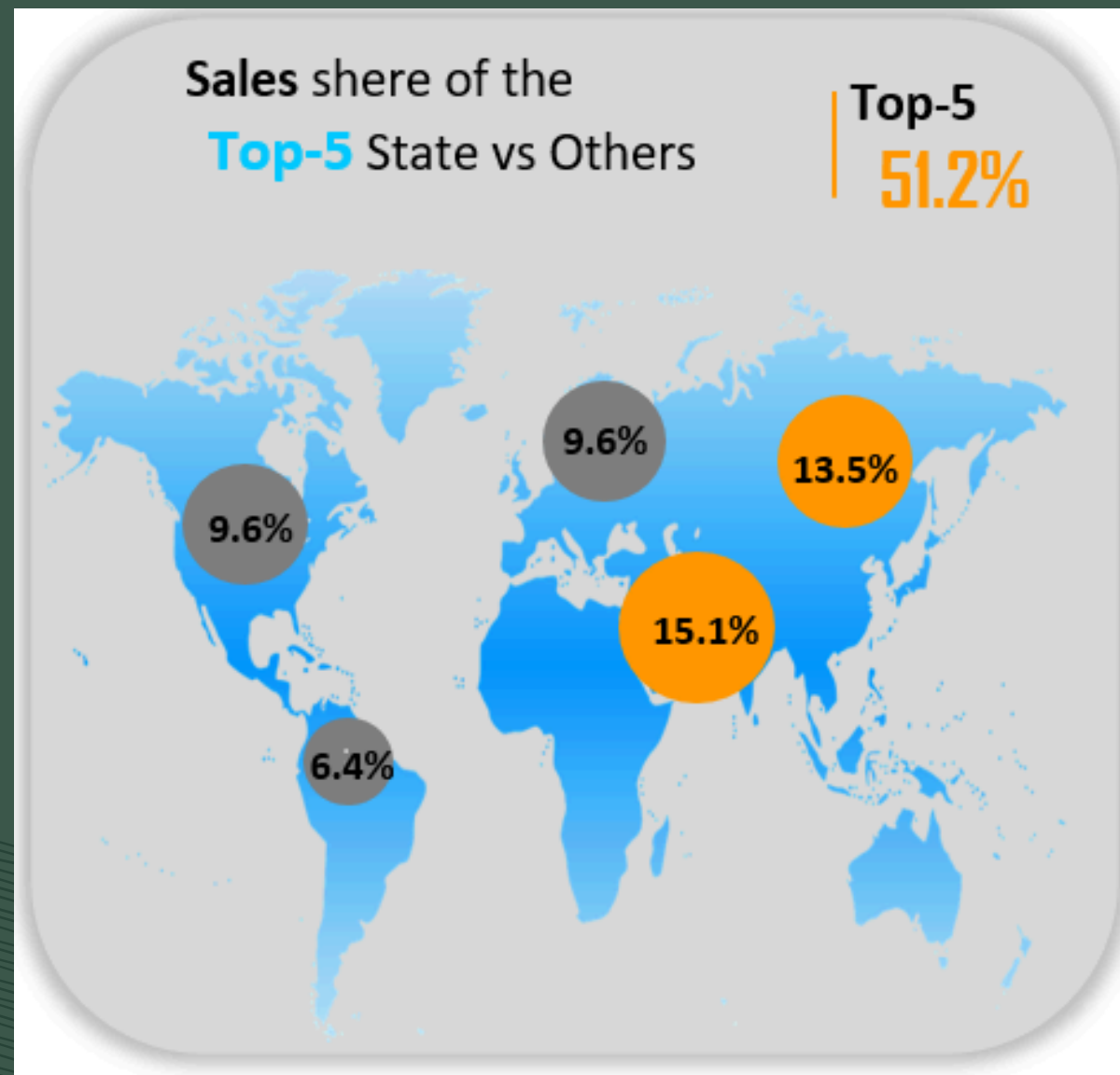
Top-5 **State**
is made sales are
California
Texas
New York
North Carolina
Pennsylvania
with **52.1%**

Region by Sales

Region

The Region with the highest sales
is Central, with 30.8%

Top-1 **Region** is made sales is **Central** with **30.8%**

Same KPIS

6 Key Measures
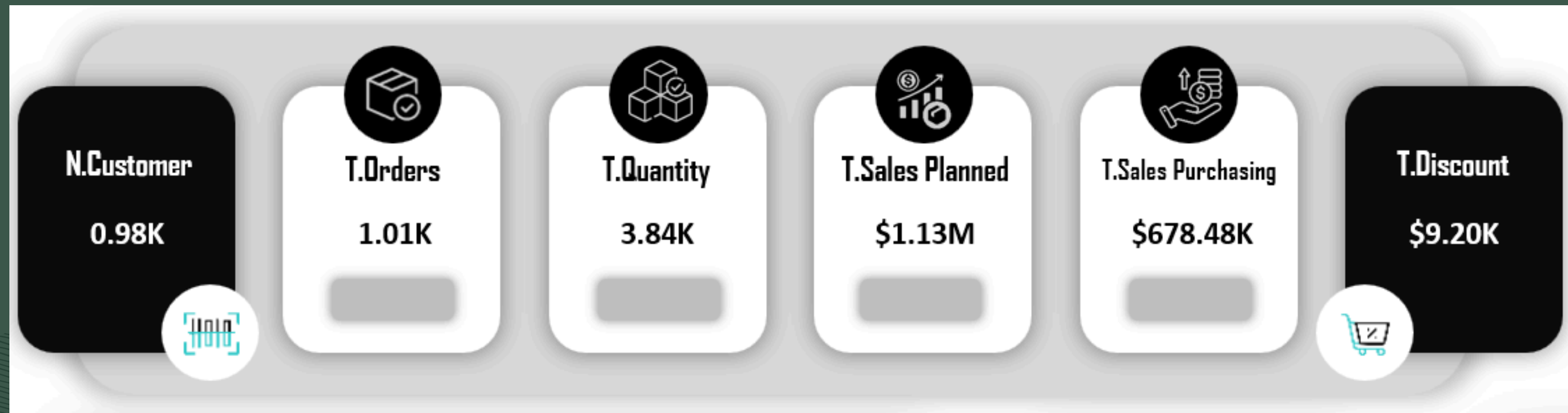
N.Customer	T.Orders	T.Quantity	T.Sales Planned	T.Sales Purchasing	T.Discount
0.98K	1.01K	3.84K	$1.13M	$678.48K	$9.20K

Financial Analysis

Sales by Years	T.Orders	T.Quantity	T.Sales
- Sales(2014)	0.21K	0.85K	$196.38K
- Sales(2015)	0.21K	0.86K	$157.60K
- Sales(2016)	0.29K	1.07K	$173.04K
- Sales(2017)	0.29K	1.06K	$151.46K

Customer Retention Rate

% CRR By **Year**

- CRR (2014)	200.0%
- CRR (2015)	325.0%
- CRR (2016)	322.2%
- CRR (2017)	**360.0%**

% CRR By **Years**

- CRR (2014)	0.0%
- CRR (2015)	104.5%
- CRR (2016)	**133.3%**
- CRR (2017)	103.2%

Customer Retention Rate was increasing throughout one year, but over the years it was decreasing.

Same Perlod Last Year

Some Perlod Last Year(SPLY)

- SPLY(2014)	0.0%
- SPLY(2015)	28.9%
- SPLY(2016)	23.2%
- SPLY(2017)	25.5%
- SPLY(2018)	22.3%

The two highest years(**2015,2017**) achieved sales compared to the previous year.

SWOT Analysis
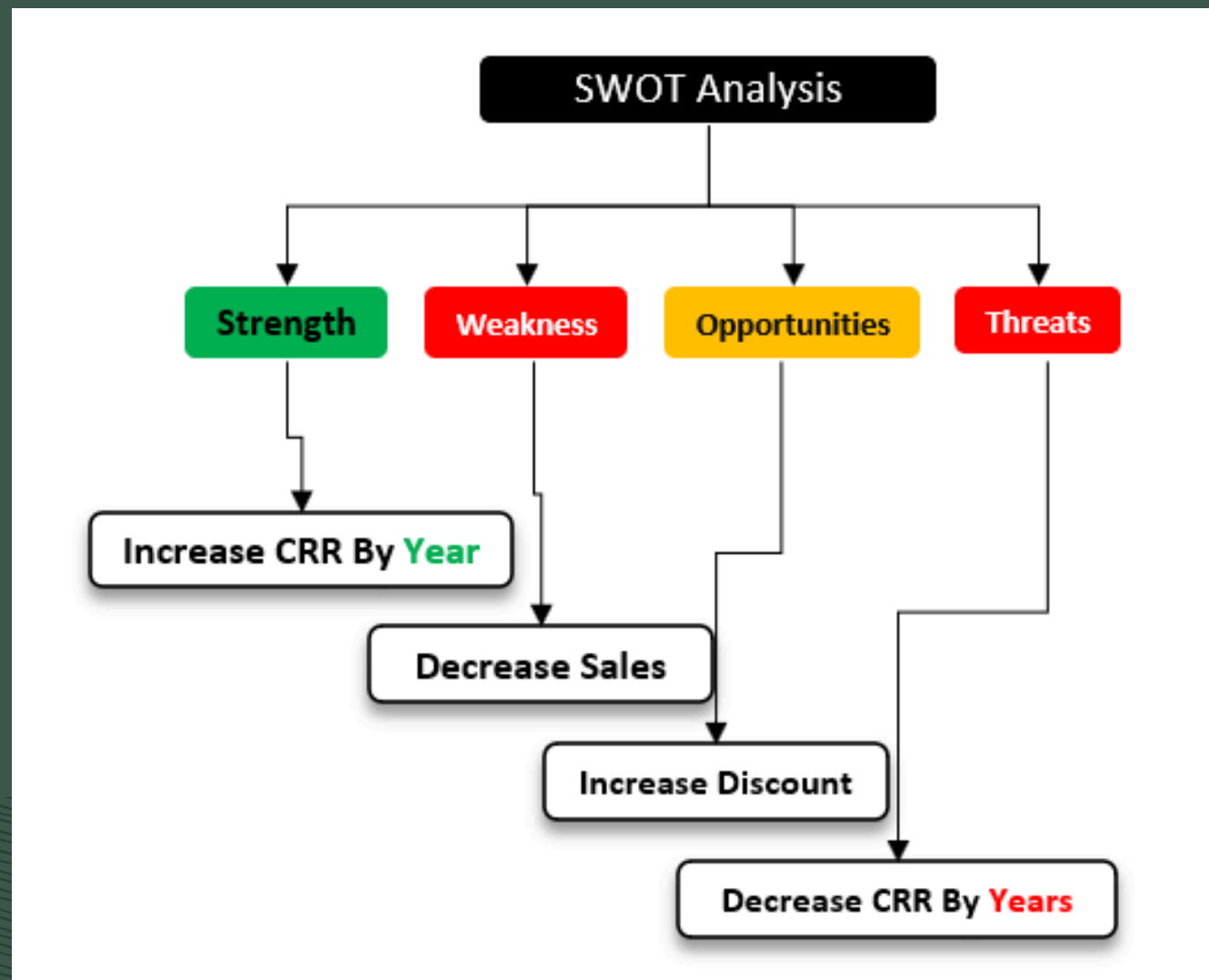
Strength:
Increase CRR by Year
Weakness:
Decrease Sales
Opportunities:
Increase Sales
Threats:
Decrease CRR by Years

Does Anyone Have Questions?

Thank You

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