

Product Sales Analysis

Project Description:

Phase 4: Development Part 2 :In this part you will continue building your project.

Data Collection:

Gather relevant sales data, which may include data on product sales, sales transactions, customer information, and more.



Data Cleaning and Preparation

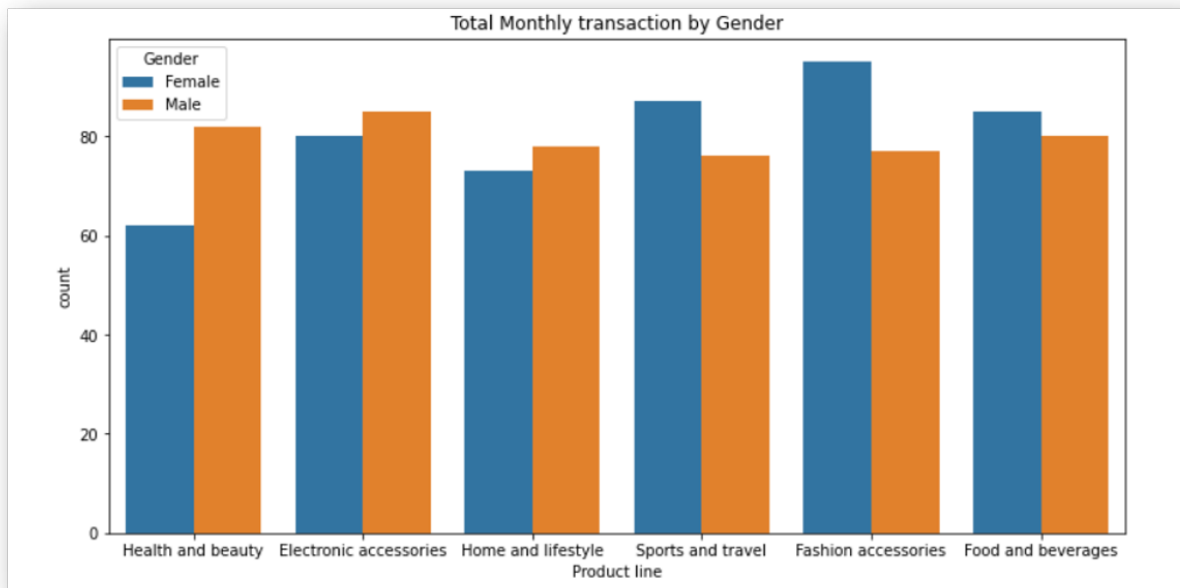
- Clean and preprocess the data to ensure it's accurate and consistent. This step may involve handling missing data, removing duplicates, and standardizing data formats.

Roadmap for Data Preparation



Data Exploration

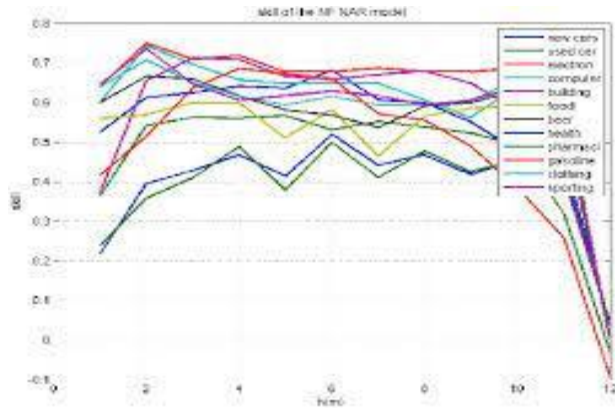
- Start by exploring the data to get a general understanding of it. Calculate basic statistics, create histograms, and visualize the data to identify any trends or outliers.



Sales Trends

- Use time-series analysis to identify sales trends over a specific period. Visualize this data with line charts, area charts, or bar charts.

- Analyze seasonality and fluctuations in sales to identify peak sales periods.



Top-Selling Products

- Create visualizations such as bar charts or pie charts to identify the top-selling products.
- Analyze which products contribute the most to overall sales revenue.



Customer Preferences

- Explore customer data to understand their preferences. This may involve analyzing which products are often purchased together or segmenting customers based on their buying habits.
- Create customer personas to identify the characteristics of different customer segments.



Market Basket Analysis

- Use techniques like market basket analysis to understand which products are frequently bought together. This can help with cross-selling and product recommendations.

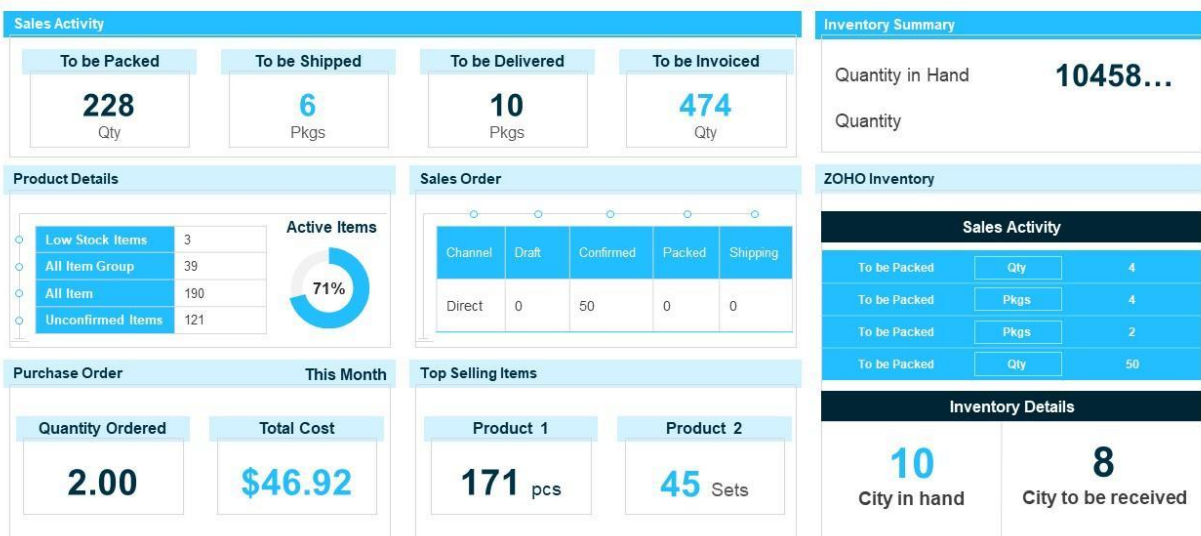


Inventory Management

- Ensure that your analysis provides insights into inventory management. This includes identifying slow-moving products that may need promotion or clearance.

Inventory Management Dashboard

This slide covers transformation dashboard covering various stages of a business along with the budget and risks involved at every stage



This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

Product Lifecycle Analysis

- Analyze the lifecycle of products, from introduction to growth, maturity, and decline. This can help in making decisions regarding product discontinuation or innovation.

