Last 5 years sales

Analysis of the sales data about the last 5 years

Objective

The objective of this presentation is to analyze sales data over the last five years.

Questions:

- What seasonal patterns exist in sales over the last 5 years?
- What are the best selling products?
- What are the top 5 companies by revenue generated?
- Do countries with more companies also generate more customer purchases?
- How does the distribution of transaction amounts vary across different customer age groups?

Microsoft PowerBI

See Microsoft PowerBI report 1.

1- What seasonal patterns exist in sales over the last 5 years?

Spring (March - April - May) and early autumn (September) are the strongest sales periods, while July and November are the weakest.

December consistently recovers, suggesting strong year-end behavior.

2- What are the best selling products?

Top 5:

- Winterfell
- The duel
- Dooku solo
- Karstark Dorne
- Skywalker ewok

3- What are the top 5 companies by revenue generated?

- AC Fermentun
- Nunc Interdun
- Donec
- Aliquam PC
- Dolor Vitae

4- Do countries with more companies also generate more customer purchases?

Overall yes, with Germany, Italy and Sweden on the top4 by number of companies and number of transactions.The exception is France that has few companies but has more transactions than USA, Belgium, Norway, Australia and Canada.

5- How does the distribution of transaction amounts vary across different customer age groups?

The average spending by age grouping presents a similar amount between the groups, going from $255.08 until $261.98. The group 18-24 is the group with the lowest number of transactions with 4887 and the 35-44 is the highest with 10401 transactions.

Questions

- What general trends can you identify in sales over the last five years?
- How have the different segments of business evolved (by product, channel, region, etc.)?
- What behavior has caught your attention the most or do you consider unusual?
- Are there any recurring seasonal patterns or sales peaks?

Microsoft PowerBI

See Microsoft PowerBI report 2.

1- What general trends can you identify in sales over the last five years?

Spring and early autumn are the strongest sales periods, while July and November are the weakest.

December consistently recovers, suggesting strong year-end behavior.

2- How have the different segments of business evolved (by product, channel, region, etc.)?

There are 13 sales channels.The strongest is netflix.com and the weakest is twitter.com.

The users are distributed in 11 countries with Poland having the lowest number of users (415) and USA having the highest number of users(520).

3- What behavior has caught your attention the most or do you consider unusual?

Even with countries that have larger populations, the number of users per country is very similar.

4- Are there any recurring seasonal patterns or sales peaks?

Spring and early autumn are the strongest sales periods, while July and November are the weakest.

December consistently recovers, suggesting strong year-end behavior.

Questions

- Is the sales decline a short-term fluctuation or a structural downward trend?
- Is the decline driven by fewer transactions, lower transaction values, or both?
- Are specific products responsible for the decline?
- Is the sales decline concentrated in specific regions or countries?

Microsoft PowerBI

See Microsoft PowerBI report 3.

The year of 2021 had a peak in revenue generated, after that there was a slight drop in the following years with the year of 2023 being the lowest in revenue generated. The number of transactions has also dropped from 2021. The average transaction amount has gone up and down between the years but overall being solid and near the goal of $260. Analysing that one possible factor of the drop in the sales is the amount of transactions.

The total amount of sales of the best seller products did not show a significant change in the years of 2023 and 2024.

There was not any issue with user location over the last 5 years, every country kept their orders.

Thank you!