# Sales Analysis for Pakistan

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Introduction

This presentation has been created for **stakeholders** and **business decision makers** within sales and business consulting services firm.

Methodology

Using a modified subset of the **Kaggle dataset**, the data was **wrangled** in order to remove **empty values**, manipulate specific **data types** , general data **cleaning** and data **normalization**.

Best-Selling Category
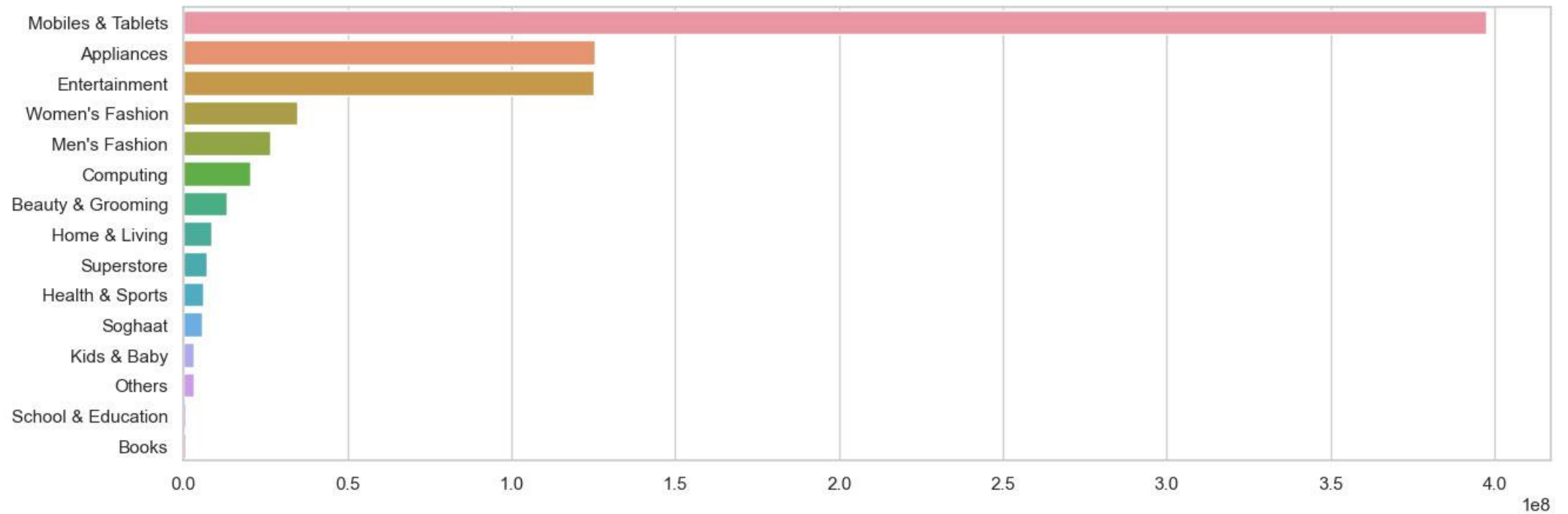
Best-Selling Category(in millions)
Findings and Implications

As we can see, mobile and tablet sales are significant higher(almost 4x) in comparison with the other categories.

Pakistan faces various challenges, including education, healthcare and infrastructure development, and people seems to care more about their entertainment rather than their overall quality of life.
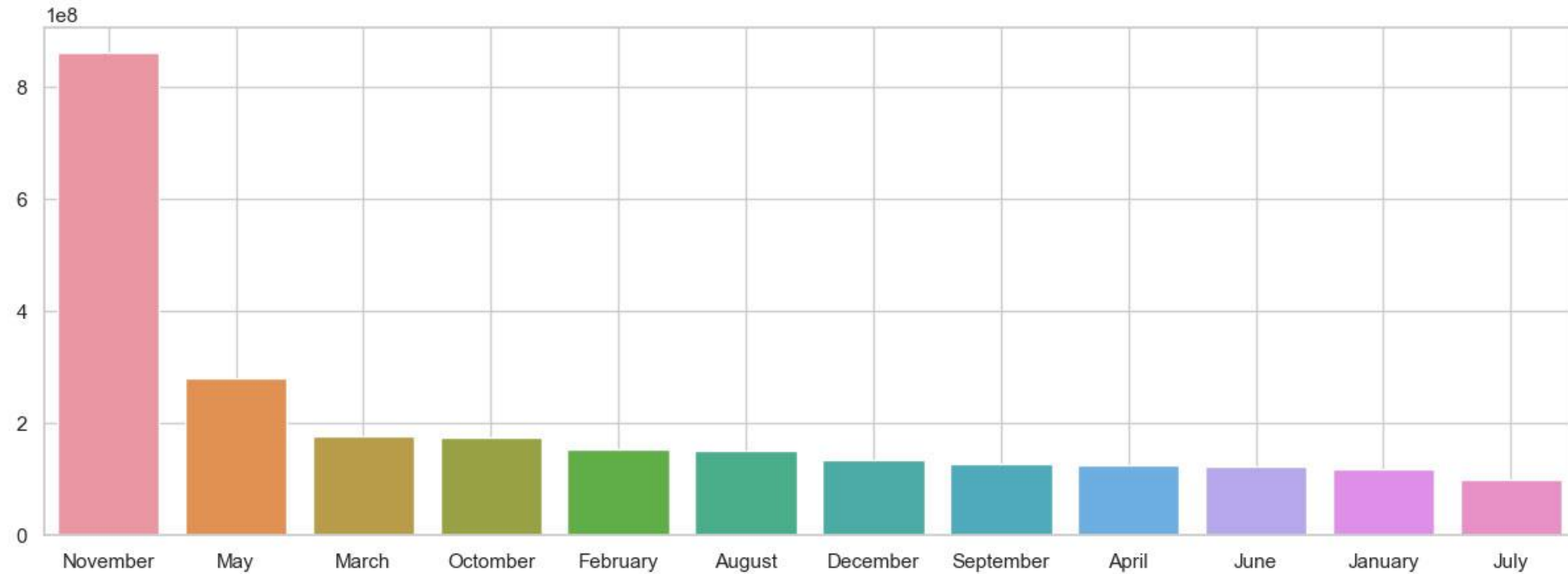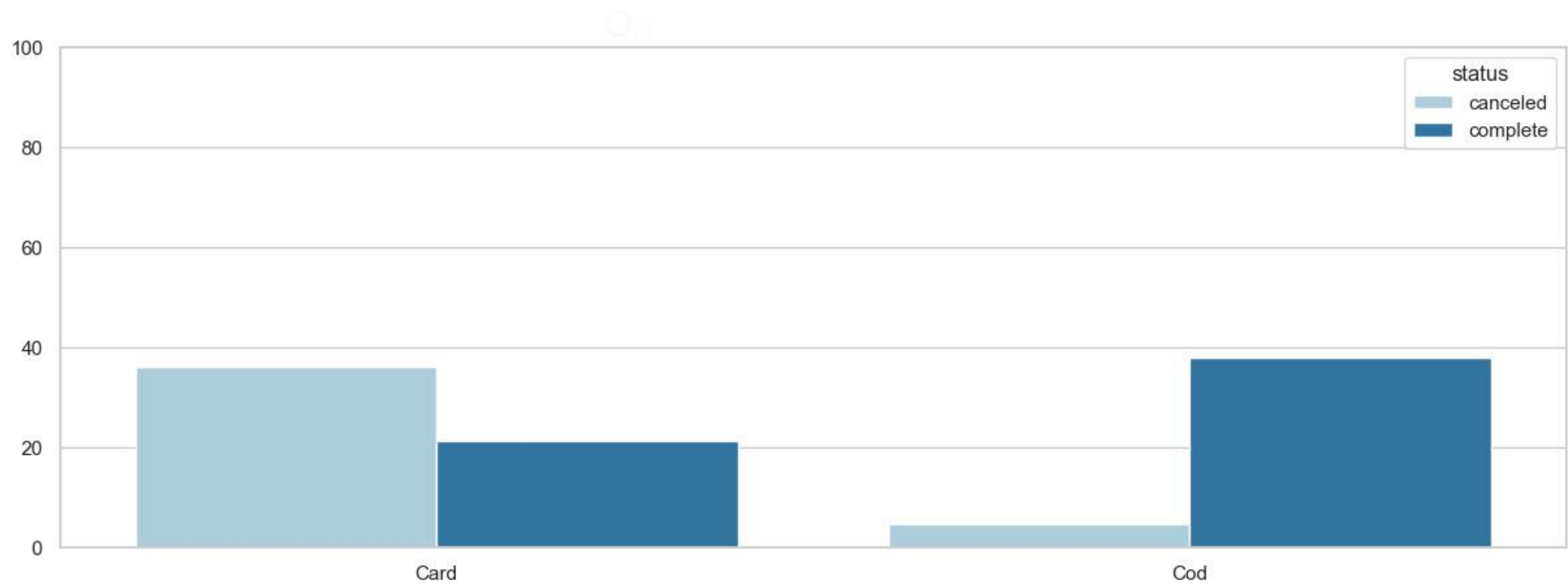
Sales per Month

Findings and Implications

In Pakistan, the month of November is followed by various festive occasions such as Eid al-Fitr and wedding seasons. During these times, people tend to do more shopping for clothes, gifts, and other items.

Order Status(percentages)

Findings and Implications

Cod has significant better complete ratio than cards.

Conclusion

We could set a discount for customers buying with Cod (e.g for November), because as we see the majority of orders got completed and sales are on the highest that specific month.