

CAPSTONE PROJECT: MART SALES AGENT DATA REPORT

PROJECT DESCRIPTION

Mart is a store that sells different goods to consumers in USA. The Store works only through Sales Agents who sell specific product categories in different regions. A new Sales Manager has just been employed by the CEO to improve the revenue generation of the store. As a sales manager that understands the importance of data in business, he requested the services of a data analyst. As a Data analyst, the Sales Manager has contacted you to give the analysis of the store's data and give insight on the revenue the store has generated. This is to enable an understanding of the state of the store and the way forward. The data has been provided.

DATA DESIGN

The data was cleaned by removing duplicates, deleting blank cells and ensuring consistency in data. The tool used for cleaning the data is Google Sheets. After cleaning the data, tables and charts were created using pivot tables in Google Sheets. Data Visualization and Dashboard was created on Tableau.

FINDINGS

From the Charts, it has been shown that;

- We have four regions, and the West Region generated the highest revenue over time

Figure 1: Total Sales Revenue per Region

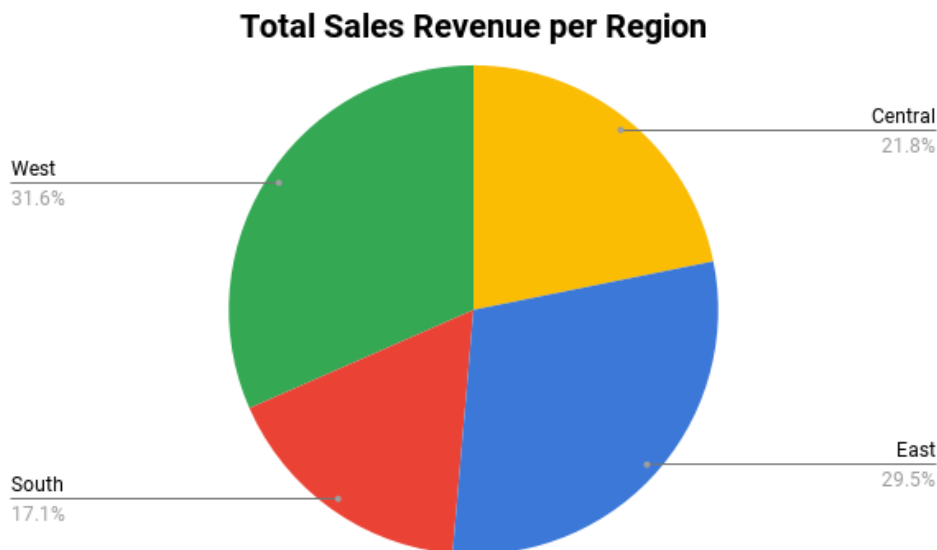


Table 1: Total Sales Revenue per Region

Region	SUM of Sales
Central	\$501,239.89
East	\$678,781.24
South	\$391,721.91
West	\$725,457.82
Grand Total	\$2,297,200.86

COUNT of Quantity Category				
Region	Furniture	Office Supplies	Technology	Grand Total
Central	481	1422	420	2323
East	601	1712	535	2848
South	332	995	293	1620
West	707	1897	599	3203
Grand Total	2121	6026	1847	9994

Table 2: Shows the Category of Product Purchased by each Region

- Sales Agent 4 made the highest sales, sales of \$457,621.37 over time.

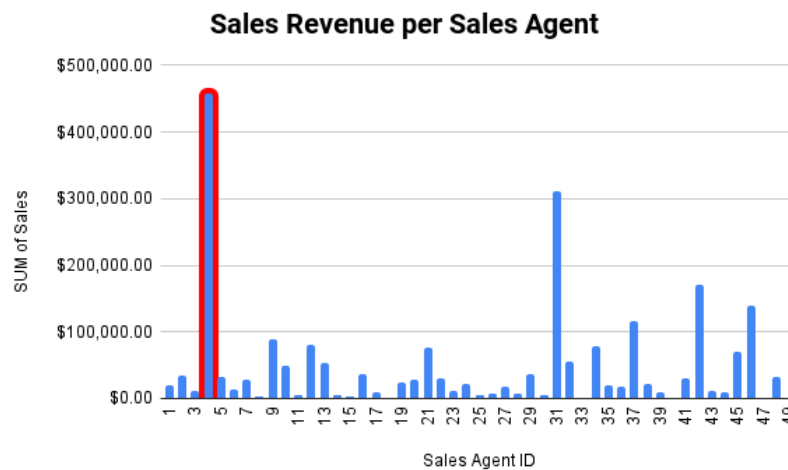


Figure 2: Shows Total Sales generated by each Sales Agent

- Technology products generate more revenue than the other products.



Figure 3: Shows the Total sales per Product Category

Category	SUM of Sales
Furniture	\$741,999.80
Office Supplies	\$719,047.03
Technology	\$836,154.03
Grand Total	\$2,297,200.86

Table 3: Shows the Total sales per Product Category

- This chart shows that Technology product has the highest number of sales per region. The East made the highest revenue on technology products.

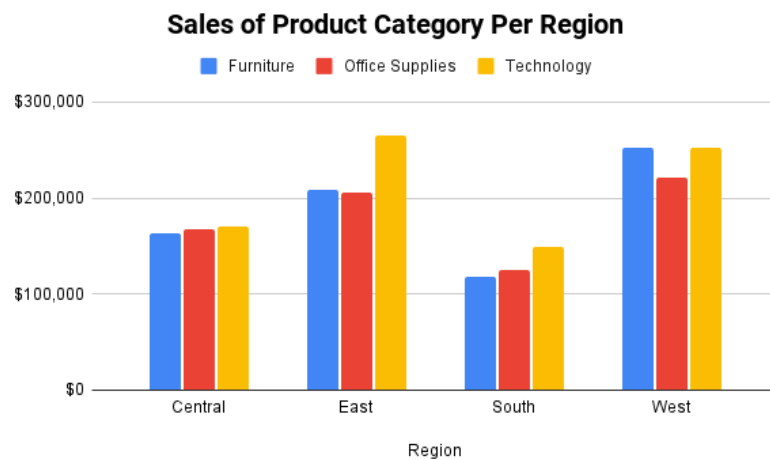


Figure 4: Shows the Sales of Product Category per Region

- This Chart shows the quantity of product category sold per Region, West region has the highest quantity of office supplies sold.

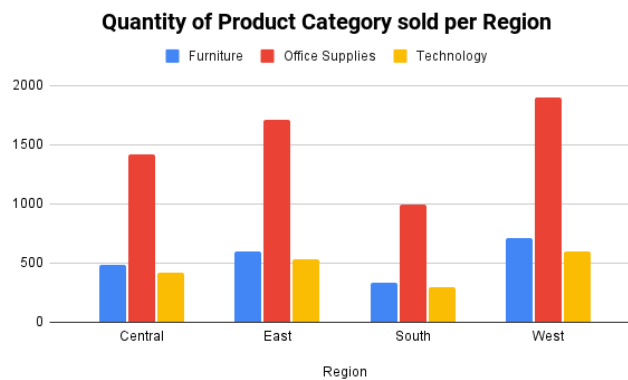


Figure 4: Shows the Quantity of Product Category sold per Region

Shipping Mode per Region

Legend: West (Green), South (Yellow), East (Red), Central (Blue)

Ship Mode	West	South	East	Central
First Class	600	200	400	400
Same Day	200	100	100	100
Second Class	600	200	400	400
Standard Class	1900	900	1700	1400

Data Visualization on Tableau



The data Visualization was done on Tableau and Dashboard was also created on Tableau

The data provided was from year 2016 – 2019.

The Dashboard shows four (4) charts and plates card

The Chart

The First Chart shows the sales per month over the years, it shows that the revenue has been fluctuating.

The second chart shows Quantity of Sales for selected month, the chart was represented with a scatterplot.

Third chart shows the count of transaction per sales bin, the bin is represented in \$100, it simply means the range of the amount of the product sold, from the chart it shows that most of the product sold are within the range of \$0 - \$100.

The fourth chart shows the top 5 sub-categories sales per month, the dashboard was designed so the sales manager can check for the sales of previous month and compare it with the sales of the selected month, the grey line shows the previous month.

The Plate Card

The plate card shows the Total sales generated from 2016 – 2019, sales for selected month, sales for previous month, growth from the previous month and selected month and the Target Achieved.

The Dashboard was designed such that the Sales Manager can select different sales agent ID, input the target set and evaluate their performance. The month and year can be selected to evaluate the total sales of selected month and previous month, the changes will be automatically effected on the Chart and plate cards.

ANALYSIS OF THE DATA

The data was cleaned using Google sheets

Pivot Tables and Chart was created on Google sheet

Some calculations were carried out on Tableau for the Sales Manager to input data.

Data Visualization and Dashboard were done on Excel.

The WHY Analysis

Question: Why are we having fluctuation in Revenue?

Answer: Some Products were returned due to late deliveries and damage

Question: Why were some Products returned?

Answer: The delivery agent picked up the order late.

Question: Why did the delivery agent pick up the order late?

Answer: The delivery agent has other customers they offer services too

Question: Why does the delivery agent not offer exclusive services to the Sales Agent?

Answer: Some sales agents don't get orders regularly

INSIGHT

- Each Region should be provided with delivery services to aide on-time deliveries.
- Return Policies should be set to limit the returning of products.
- Sales agents should be trained on Sales and Customer relationship.

CONCLUSION

The goal of the analysis is to improve the revenue of the store and also inform the new sales manager of what has happened over time. From the analysis, the West Region has the highest sales. Technology products are the bestselling products. Sales Agent 4 sold the highest number of product.

Tableau helps the Sales manager input the target set for each agent monthly and evaluate their performance. Delay in deliveries and return of products has contributed to the fluctuation in revenue over the years. Return policies should be set to minimize the returns of product and exclusive delivery services should be considered per region.