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PROJECT REPORT

Subject Name: Data Analytics

Subject Code: 23CAH-725

Class : 23MAM2

PROJECT TITLE:

SALES ANALYSIS DASHBOARD

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Introduction

In today's competitive marketplace, understanding sales performance is crucial for driving business growth and making informed strategic decisions. This report presents a comprehensive analysis of sales data captured over a specified period, focusing on key metrics such as sales, quantity sold, and profit across various categories and sub-categories.

As businesses strive to enhance their market position, leveraging data analytics has become imperative. The insights derived from analyzing sales data not only illuminate current performance but also highlight trends and patterns that can inform future strategies. By dissecting this dataset, we aim to uncover valuable information that can assist stakeholders in identifying strengths, weaknesses, opportunities, and threats within their sales operations.

Objectives of the Report

The primary objectives of this report include:

- **Trend Analysis:** Identifying seasonal trends and fluctuations in sales over time to forecast future performance.
- **Customer Insights:** Analyzing customer purchasing behaviour to tailor marketing strategies and improve customer retention.
- **Geographical Performance:** Evaluating sales performance across different states to identify regional strengths and areas for improvement.
- **Product Performance:** Assessing the sales and profitability of individual products to inform inventory management and product development strategies.
- **Category and Sub-Category Analysis:** Understanding which categories and sub-categories contribute most significantly to overall sales and profit margins.

Excel workbook contains :

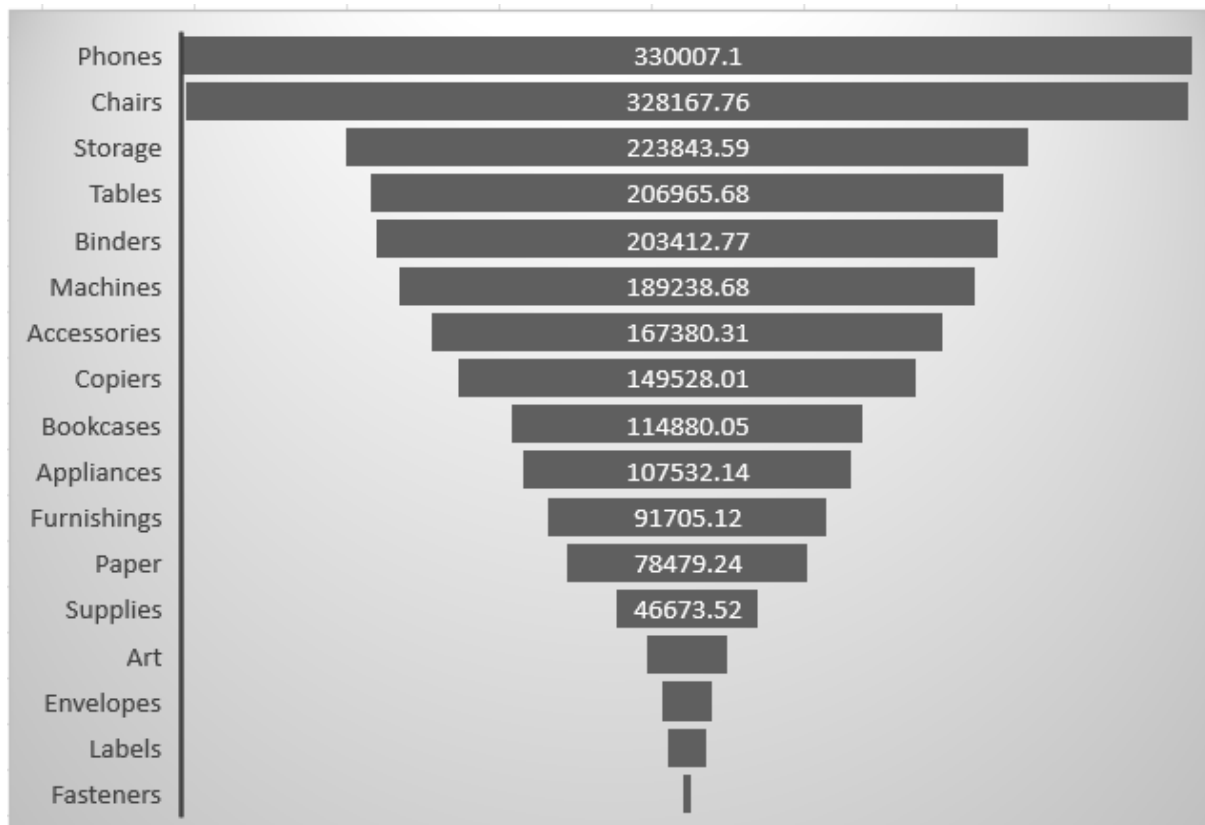
Sheet 1 – Dataset

Order Date	Month	Year	Customer Name	State	Category	Sub-Category	Product Name
03-01-2014	1	2014	Darren Powers	Texas	Office Supplies	Paper	Message Book, Wirebound, Four 5 1/2" X 4" Forms/Pg., 200 Dupl. Sets/Book
04-01-2014	1	2014	Phillina Ober	Illinois	Office Supplies	Labels	Avery 508
04-01-2014	1	2014	Phillina Ober	Illinois	Office Supplies	Storage	SAFCO Boltless Steel Shelving
04-01-2014	1	2014	Phillina Ober	Illinois	Office Supplies	Binders	GBC Standard Plastic Binding Systems Combs
05-01-2014	1	2014	Mick Brown	Pennsylvania	Office Supplies	Art	Avery Hi-Liter EverBold Pen Style Fluorescent Highlighters, 4/Pack
06-01-2014	1	2014	Lycoris Saunders	California	Office Supplies	Paper	Xerox 225
06-01-2014	1	2014	Jack O'Briant	Georgia	Office Supplies	Art	Dixon Prang Watercolor Pencils, 10-Color Set with Brush
06-01-2014	1	2014	Maria Etezadi	Kentucky	Furniture	Chairs	Global Deluxe High-Back Manager's Chair
06-01-2014	1	2014	Maria Etezadi	Kentucky	Office Supplies	Binders	Ibico Hi-Tech Manual Binding System
06-01-2014	1	2014	Maria Etezadi	Kentucky	Office Supplies	Art	Rogers Handheld Barrel Pencil Sharpener
06-01-2014	1	2014	Maria Etezadi	Kentucky	Technology	Phones	GE 30524EE4
06-01-2014	1	2014	Maria Etezadi	Kentucky	Technology	Phones	Wireless Extenders zBoost YX545 SOHO Signal Booster
06-01-2014	1	2014	Maria Etezadi	Kentucky	Office Supplies	Fasteners	Alliance Super-Size Bands, Assorted Sizes
06-01-2014	1	2014	Maria Etezadi	Kentucky	Office Supplies	Paper	Southworth 25% Cotton Granite Paper & Envelopes
07-01-2014	1	2014	Vivek Sundaresam	Texas	Furniture	Furnishings	Howard Miller 14-1/2" Diameter Chrome Round Wall Clock

Columns :

- Order Date
 - Year
 - State
 - Sub-Category
 - Sales
 - Profit
- Month
 - Customer Name
 - Category
 - Product Name
 - Quantity

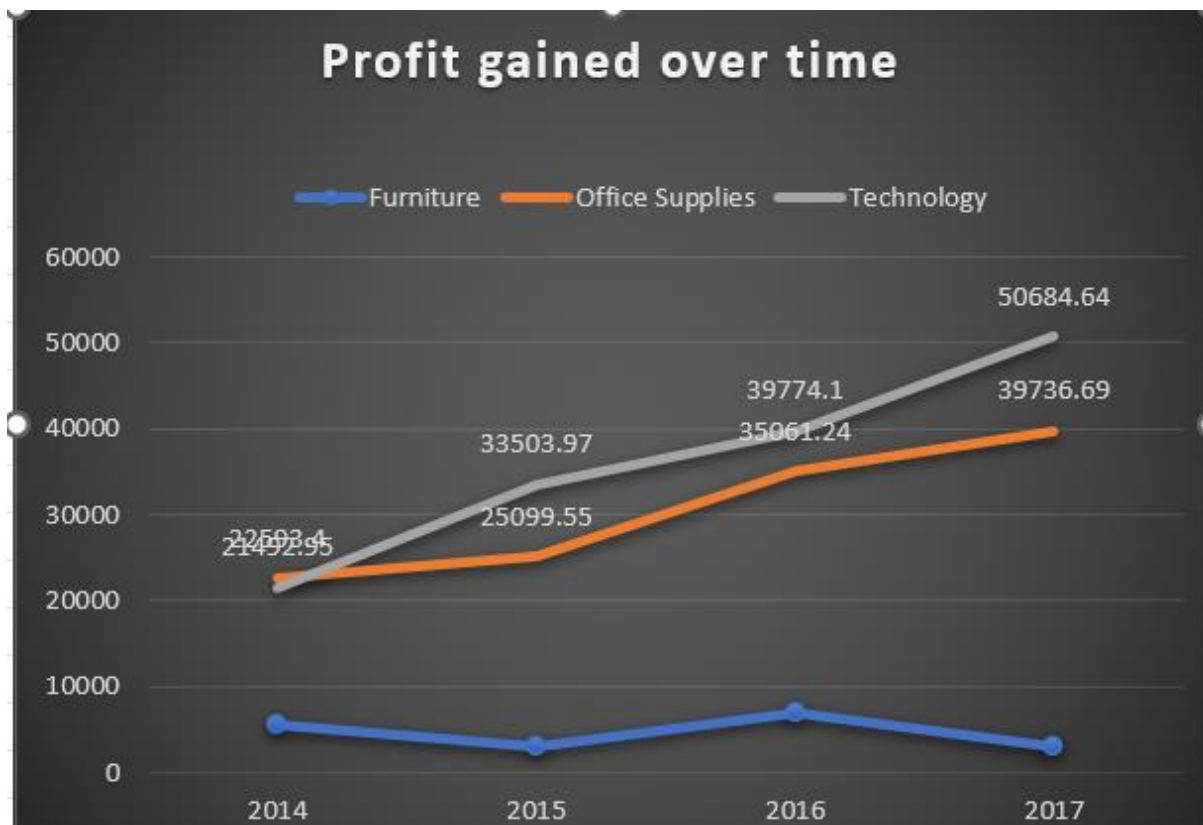
Sheet 2 – Sales by categories



Funnel chart :

This is a funnel chart showing the volume of different types of office supplies sold. Phones are the highest selling item, followed by chairs. The least selling item is fasteners. It looks like they might want to do a promotion on fasteners to boost sales.

Sheet 3 – Profit

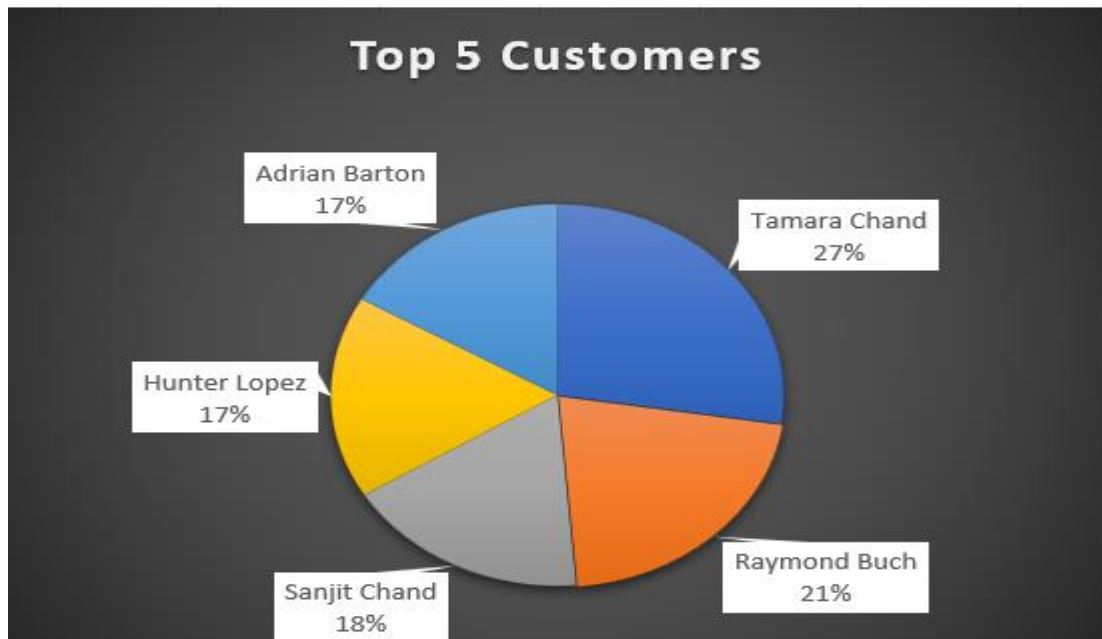


Line chart :

The chart shows the profit gained over time for three different product categories: Furniture, Office Supplies, and Technology. The x-axis represents the year, and the y-axis represents the profit in dollars.

the profit for Office Supplies and Technology has been growing over the years, while the profit for Furniture has been declining. This suggests that the demand for Office Supplies and Technology is increasing.

Sheet 4 – Top customers

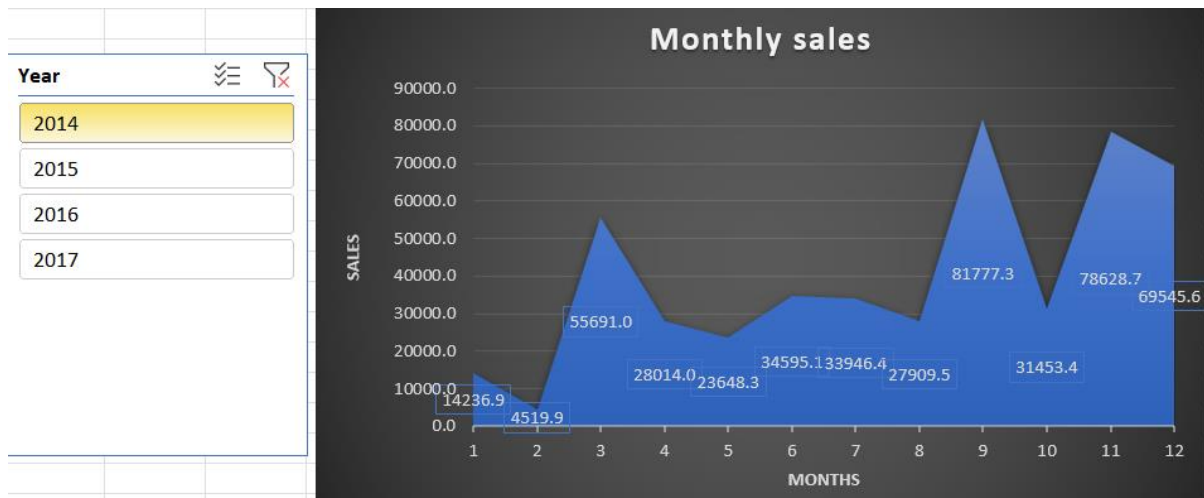


PIE chart :

Pie charts are a good way to visualize data that represents parts of a whole. In this case, the whole is the total sales, and the pie chart shows how the sales are divided among the top 5 customers.

The pie chart shows the top 5 customers by their percentage of sales. Tamara Chand is the top customer, with 27% of sales, followed by Raymond Buch with 21%, Sanjit Chand with 18%, and then Adrian Barton and Hunter Lopez, both with 17%.

Sheet 5- Monthly sales



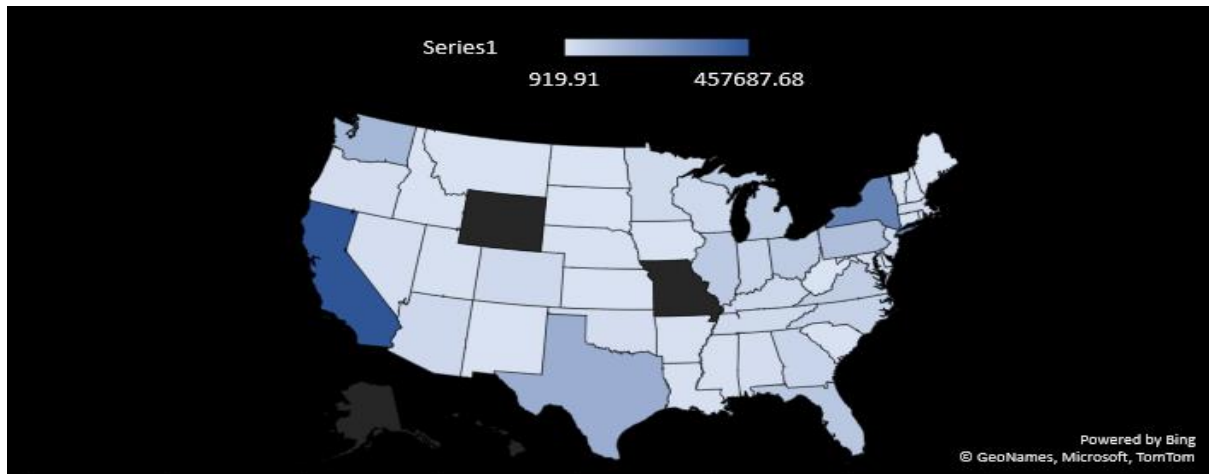
Line chart – stacked area chart with slicer :

This is a line chart showing the monthly sales for the year 2014. The x-axis represents the month, and the y-axis represents the sales.

The slicer allows you to filter the data to only show the sales for a particular year.

The line shows the trend of sales over the months. The highest sales were in the months of September and November, while the lowest sales were in the months of January and February. The sales were relatively stable from March to August, and they picked up again from September to November. The sales decreased again in December.

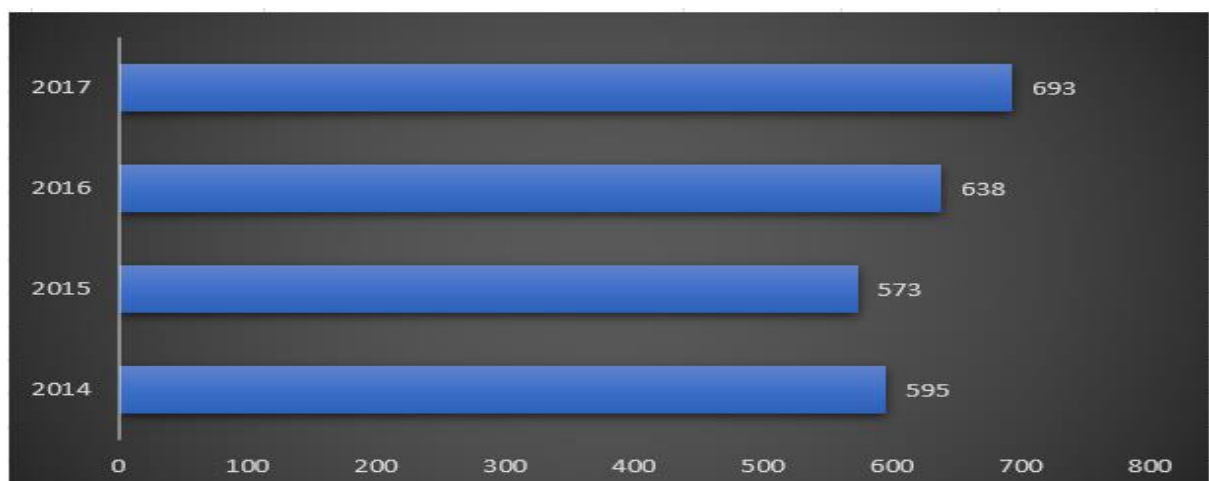
Sheet 6 – Sales in different regions



Map :

The image is a **choropleth map** of the United States, which visualizes data distribution across different states. This diagram helps to quickly see which states have higher or lower values of a specific metric based on the colour intensity.

Sheet 7 – sales per year



Bar graph :

The image shows a horizontal bar chart representing data for four different years: 2014, 2015, 2016, and 2017. Each bar corresponds to a specific value for that year, and the chart is useful for comparing these values across the years

Final Dashboard :

