BARB-BAR LLC

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Project Purpose

The purpose of this project is to analyze sales data for Barb-Bar LLC, a body care products business, to understand overall performance and identify key trends between 2023-2025. This analysis focuses on:

- Evaluating total sales performance over time
- Comparing revenue across sales channels (Shopify Vs Square)
- Identifying differences in Monthly performance and understanding the decline in sales during 2024-2025
- Providing insights and recommendations to guide Strategic decisions for the 2026 rebranding, including where the business should focus its efforts.

The goal is to help Barb-Bar LLC understand what worked, what did not work, and what changes are needed to improve sales and stability moving forward.

Data Source

Data for this project was collected from two primary sales channels: Shopify (online store) and Square (in-person events and markets). All raw data was combined into a single master spreadsheet for analysis.Shopify provided detailed, transaction-level data including customer names, dates, and sales amounts. Square, however, reports yearly totals rather than individual events or customer transactions. Because of this difference in data structure, some discrepancies were identified during consolidation.To maintain consistency in the master dataset, Square's yearly totals were divided evenly across 12 months to estimate monthly averages. This approach ensured both platforms could be analyzed together to evaluate revenue trends, channel performance, and overall business growth from 2023 to 2025.

Master Spreadsheet Barb-Bar LLC

Date	Customer Name	Channel	Orders	Product Name	Gross sales	Discounts	Returns	Net sales	Taxes	Shipping charges	Total sales	Items Sold	Price	DATE BY MONTH	% Of Monthly Sales
3/1/2023	Alisson Sharp	Shopify	2	Soaps	56	0	0	56	0	18	74	6	9	2023-03	8.33%
11/1/2023	Fernanda Aragon	Shopify	3	Soaps	534.5	0	0	534.5	4.68	9	548.18	59	9	2023-11	40.23%
12/1/2023	Thomas Francis	Shopify	2	Soaps	73	-6.8	0	66.2	3.68	18	87.88	7	9	2023-12	9.74%
2/1/2024	Ixiana Jhonson	Shopify	5	Soaps	202	0	0	202	2.22	9	213.22	22	9	2024-02	40.67%
3/1/2024	Dayanna Castillo	Shopify	1	Soaps	51	0	0	51	0	0	51	6	9	2024-03	14.09%
4/1/2024	Jesus Pastrana	Shopify	1	Soaps	59.5	0	0	59.5	3.57	0	63.07	7	9	2024-04	16.86%
6/1/2024	Adriana Quintero	Shopify	2	Soaps	78	0	-52	26	1.56	9	36.56	3	9	2024-06	10.52%
8/1/2024	Veronica Smith	Shopify	1	Soaps	39	-3.9	0	35.1	2.12	0	37.22	4	9	2024-08	10.69%
11/1/2024	Peter Thompson	Shopify	3	Soaps	202	-40.4	0	161.6	9.71	0	171.31	18	9	2024-11	35.51%
12/1/2024	Kim Carter	Shopify	1	Soaps	54	0	0	54	3.24	0	57.24	6	9	2024-12	15.54%
2/1/2025	Liam Bennet	Shopify	1	Soaps	8	0	0	8	0.48	10	18.48	1	9	2025-02	15.77%
4/1/2025	Isabella Rivera	Shopify	4	Soaps	273	-22.8	0	250.2	9.18	0	259.38	28	9	2025-04	72.43%
1/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-01	100.00%
2/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-02	100.00%
3/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-03	91.67%
4/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-04	100.00%
5/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-05	100.00%
6/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-06	100.00%
7/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-07	100.00%
8/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-08	100.00%
9/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-09	100.00%
10/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-10	100.00%
11/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-11	59.77%
12/1/2023	Events	Square		Soaps	768.33	0	0	768.33	46.1	0	814.43	85	9	2023-12	90.26%
1/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-01	100.00%
2/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-02	59.33%
3/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-03	85.91%
4/1/2024	Events	Square		Soaps	293.5	0	0	293.5	17.61	0	311.08	33	9	2024-04	83.14%

Methodology

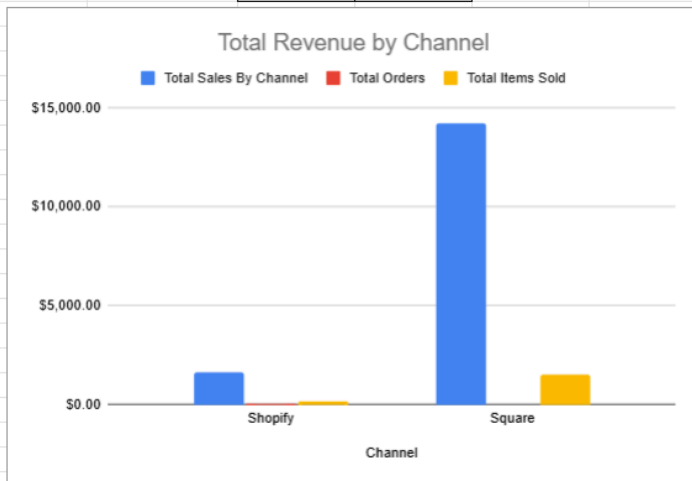To prepare the data for analysis, the following steps were performed:

- Data consolidation: Multiple spreadsheets from shopify (online sales) and square (event/market sales) were merged in one spreadsheet and the information to make it more easy and understandable to use.
- Square data adjustment: Square reports yearly totals rather than individual events or customer transactions To maintain consistency in the master dataset, Square's annual totals were divided evenly across 12 months to estimate monthly averages revenue.
- Data cleaning: Calculated summary fields such as Sum of Total sales, and sum of items sold and checked for inconsistencies across sources.
- Pivot Tables: Created separate pivot tables for Total revenue by Channel (Shopify vs Square), Monthly revenue trends, and overall revenue trend from 2023-2025.
- Averages: Calculated the average transaction value to understand typical customer spending.

Dashboard created:

We Created separate pivot tables for Total revenue by Channel (Shopify vs Square), Monthly revenue trends, and overall revenue trend from 2023-2025 and a dashboard for each of them providing insights into business performance, sales channels and changes in revenue over time.

Shopify Reve	$1,617.54
Square Rever	$14,197.23
Total Ordes	26
Total Items Sc	1653

Total Revenue by Channel

■ Total Sales By Channel ■ Total Orders ■ Total Items Sold

| Shopify Revenue | $1,617.54 |
| Square Revenue | $14,197.23 |

Monthly Revenue Trend (Shopify vs Square)

— Total Revenue Shopify — Total Revenue Square
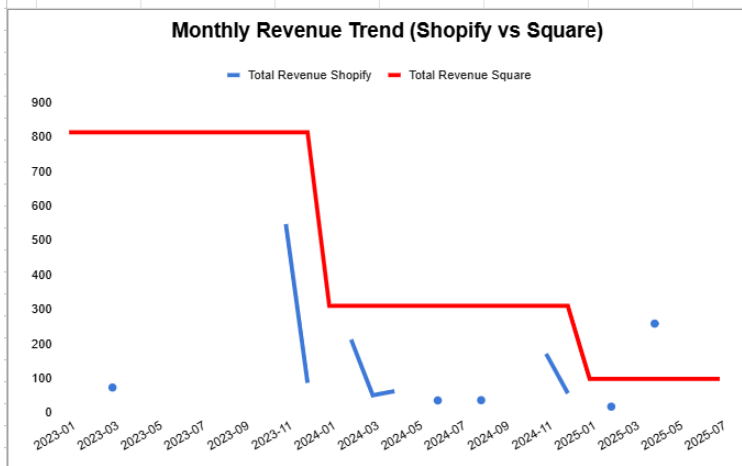
Key Insights

The analysis revealed several important findings, the business was declining in sales during the years showing a significant downward trend between 2023 and 2025. The principal revenue came from Square (Events and markets) specially for peak season like Christmas, Shopify generated very low revenue during the years with small increases in December.

This pattern suggests that the business depended heavily on in-person events rather than online sales.

Business recommendation

To improve overall performance We recommend Barb-Bar LLC increase online presence and digital marketing including ads, more content creation and social media campaigns.
Encourage community engagement online to build customer loyalty and repeat purchases.
Improve inventory tracking and record sales with product level detail to support future analysis.
Participate in more in-person events, especially during the high-sales season.

Limitations

- Square does not provide detailed transaction-level information, so items sold could not be analyzed.

- Square does not collect customer names preventing analysis of customer behavior (repeat customer loyalty patterns).

- Square only reports annual totals. Monthly values were estimated by dividing evenly across 12 months to estimate monthly averages and the study was made with data from January 2023 to July 2025 so data is incomplete for the year of 2025.

Conclusion

This analysis highlights general sales in Barb-Bar LLC to help to understand how to improve and find opportunities for improvement. By applying these insights to Barb-Bar LLC, the company can strengthen online sales, enhance user behavior, products that bring more revenue, improve product features, and have better marketing campaigns.

Next Steps:
- Track products name and categories to enable deeper analysis on what sells best.
- Improve online marketing efforts to reduce dependence on in-person events.
- Build future dashboards using more detailed and complete datasets.
- Implement consistent data collection practices to improve forecasting and inventory planning
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