SPROCKET CENTRAL

Tasks:

1. What does the above data tell about Sales and Revenue
2. Dashboard for the above problem:

- Revenue breakdown by cities (India)
- Revenue Breakdown by Years and Months
- Top 5 customers by revenue and sales quantity
- Top 5 products by revenue number and sales quantity

Data Description:

- The dataset is from an SQL database called “sales”
- The database contains 5 Tables namely: Transactions, Dates, Customers, Products, Markets.
- Tables joined to form a single dataset that contains 1000 records

Data Features:

- Product_code
- Customer_code
- Market_code
- Order_date
- Sales_qty
- Sales_amouunt
- Currency
- Markets
- Markets_name
- Zone
- Customer_name
- Customer_type
- Year
- Month_name
- Month_year
- Normalized_sales

Tools:

The tools used to achieve the above tasks is;

- Data preparation using MySQL workbench
- Data cleaning using python (pandas)
- Exploratory data analysis using (pandas, numpy, matplotlib, seaborne, plotly)
- Jupyter Notebook
- Dashboard using Tableau

Aim:

- Explore and analyze the data
- Provide insights to sales director about data