

# U.S. SALES ANALYSIS

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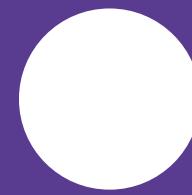
# ABOUT PROJECT

This project entails a comprehensive analysis of sales and order data within a retail framework, encompassing various dimensions such as order details, customer information, product categories, and shipping logistics.

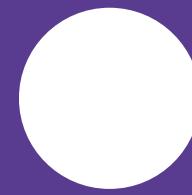


# PROJECT OBJECTIVES

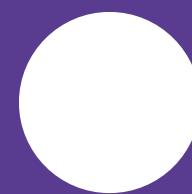
**Sales Performance Evaluation:**  
Analyze sales data to assess performance trends over time, identify top-selling products, and evaluate the effectiveness of different segments and categories in generating revenue.



**Operational Efficiency Assessment:**  
Evaluate shipping and delivery processes by analyzing shipping costs, delivery times, and shipping modes to identify areas for optimization and cost reduction while ensuring timely and efficient order fulfillment.



**Profitability Analysis:** Examine cost and profit data associated with orders to understand the profitability of different products, segments, and regions, enabling strategic decision-making to maximize profitability and allocate resources effectively.

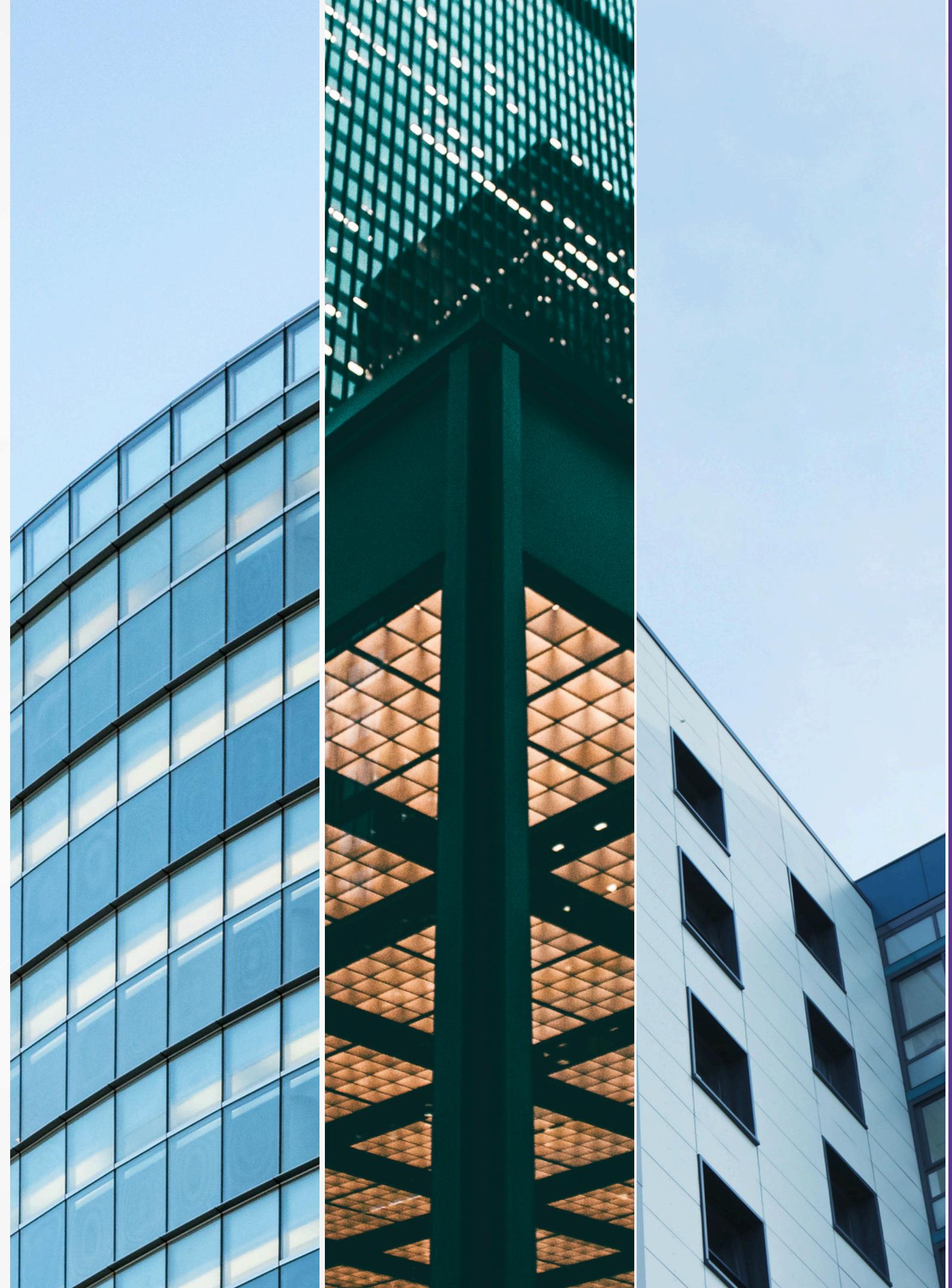


# OUR MISSION

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"Our mission is to leverage comprehensive analysis of sales and order data to drive strategic decision-making, optimize operational efficiency, and maximize profitability within the retail framework.

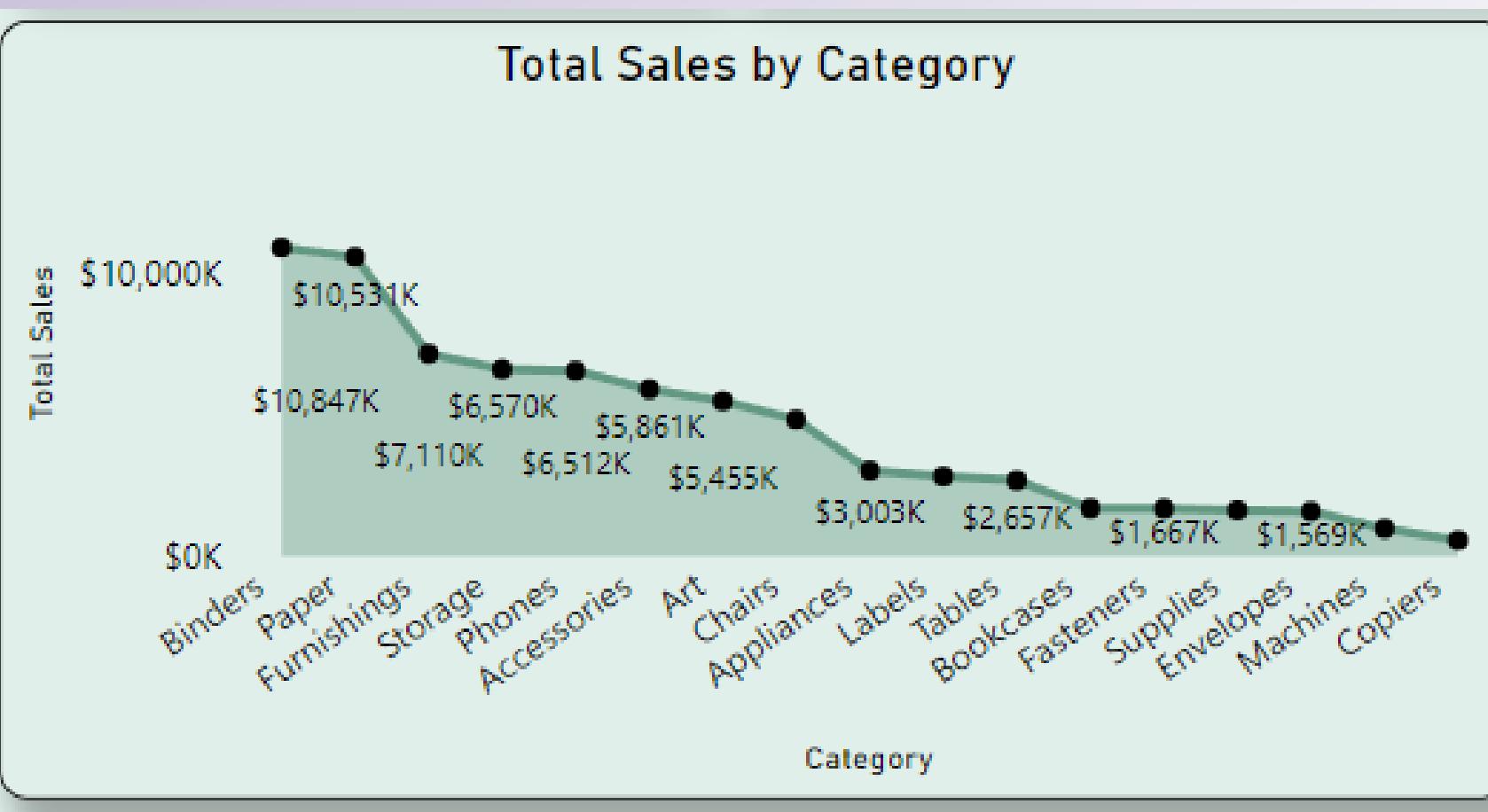
By harnessing insights from various dimensions of the business, we aim to enhance revenue generation, streamline logistics, and deliver exceptional value to customers while ensuring sustainable growth and success."



# THE DATA

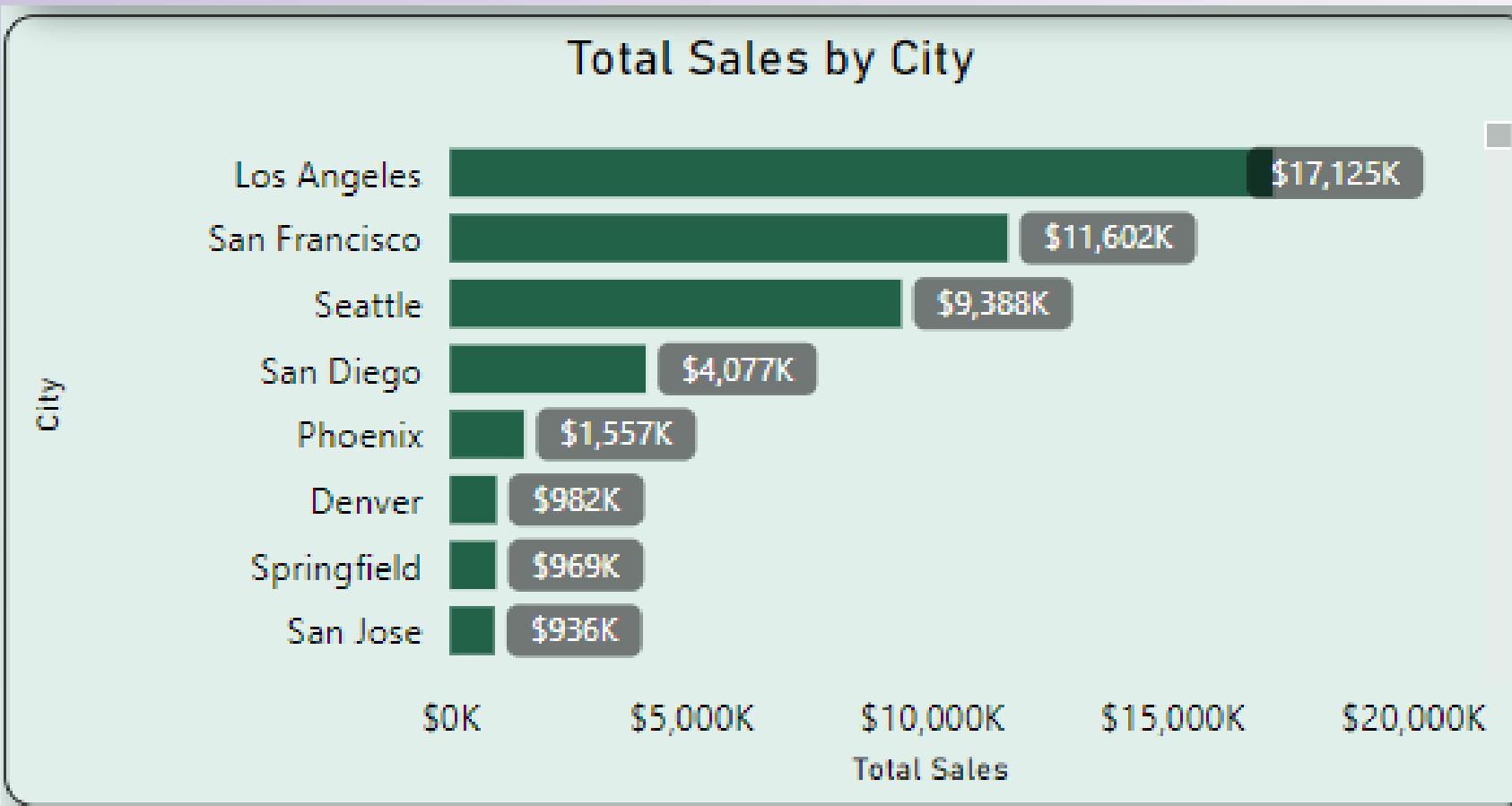
- **Order and Customer Details:** Analyze order dates, shipping information, and customer demographics such as location and email IDs to understand purchasing patterns and customer behavior.
- **Product Attributes:** Examine product categories, names, and segmentation data to identify top-selling products, popular categories, and target customer segments.
- **Financial Metrics:** Evaluate sales figures, shipping costs, and profit margins to assess revenue generation, operational efficiency, and overall profitability of the business.

# CATEGORY-WISE SALES ANALYSIS



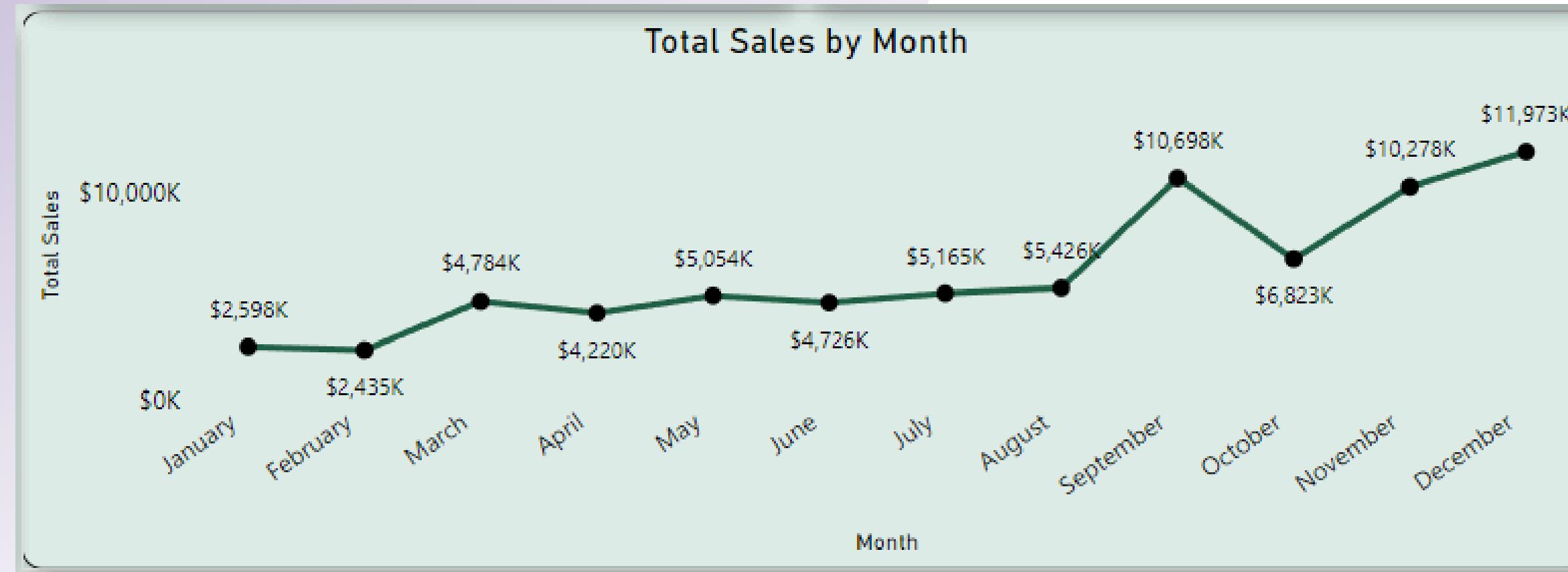
- **Seasonal Sales Variation:** December's \$11,973,311 in sales starkly contrasts with February's \$2,435,016, showing a 391.71% difference. This highlights significant seasonal fluctuations in sales performance.
- **December's Significance:** Accounting for 16.14% of total sales, December emerges as a critical month, showcasing its substantial contribution to overall revenue.
- **Sales Spectrum:** Total sales range from \$2,435,016 to \$11,973,311 across the year, demonstrating the wide variability in sales performance throughout different months. Understanding these fluctuations is essential for effective sales management and planning.

# CITY-WISE SALES ANALYSIS



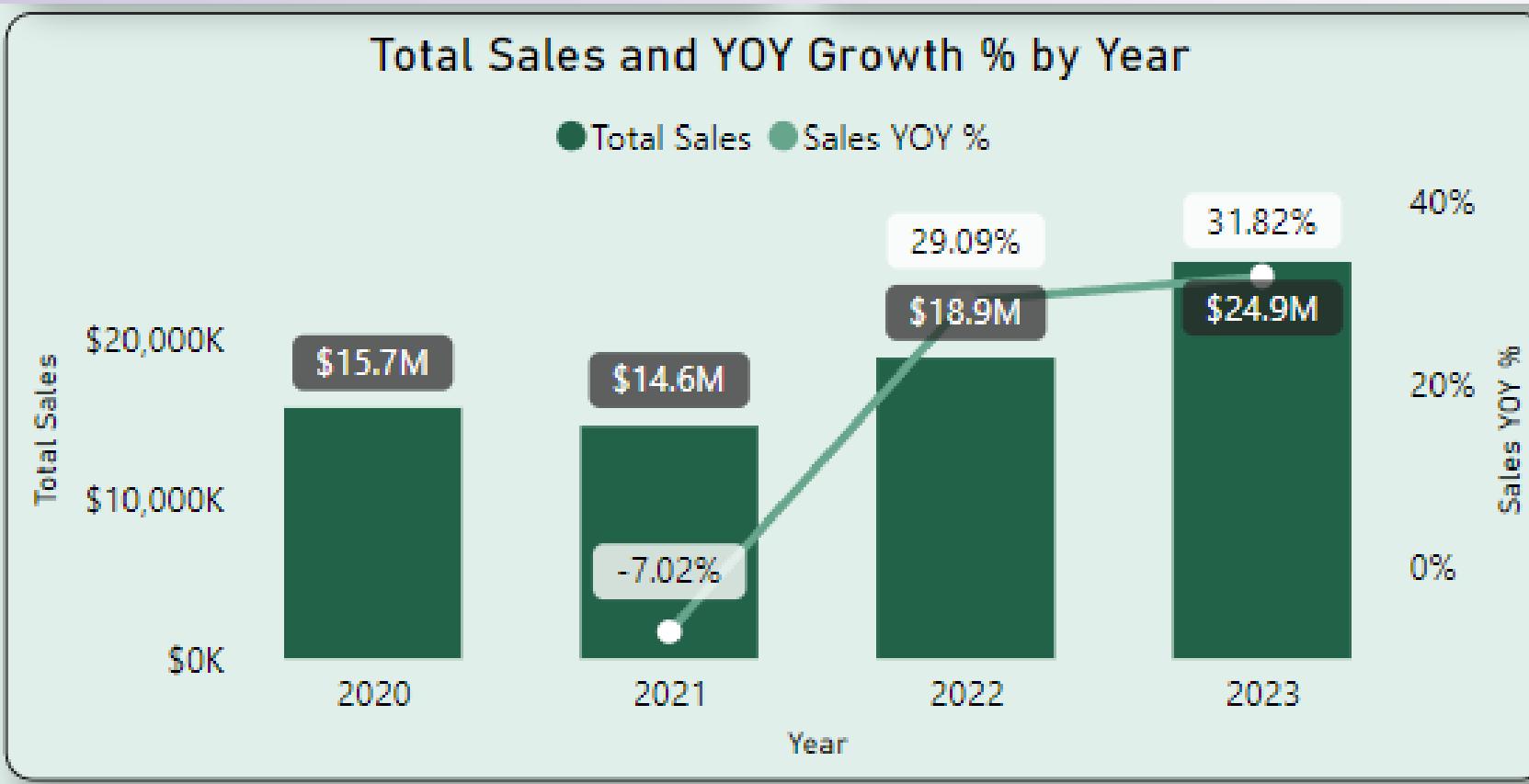
- **Sales Disparity:** Los Angeles leads with \$17,125,410 in sales, a staggering 714,650.00% higher than Lake Elsinore's \$2,396. This extreme difference highlights significant disparities in sales performance across cities.
- **City Contribution:** Los Angeles contributes significantly, accounting for 23.09% of total sales, showcasing its pivotal role in revenue generation.
- **Profit-Sales Relationship:** Total sales and total profit are positively correlated, indicating that cities with higher sales also tend to generate higher profits. Understanding this correlation can help in strategic decision-making and resource allocation.

# MONTH-WISE SALES ANALYSIS



- **Seasonal Peaks:** December dominates with \$11,973,311 in sales, 391.71% higher than February's \$2,435,016. This indicates significant seasonal fluctuations, possibly influenced by holiday spending patterns.
- **Profitability Relationship:** Total sales and total profit exhibit a positive correlation, suggesting that higher sales months tend to yield higher profits. Understanding this relationship can guide strategic decision-making to maximize profitability.
- **December Contribution:** Accounting for 16.14% of total sales, December emerges as a critical month, underscoring its substantial impact on overall revenue generation. Understanding the drivers behind December's success can inform strategies for capitalizing on seasonal peaks.

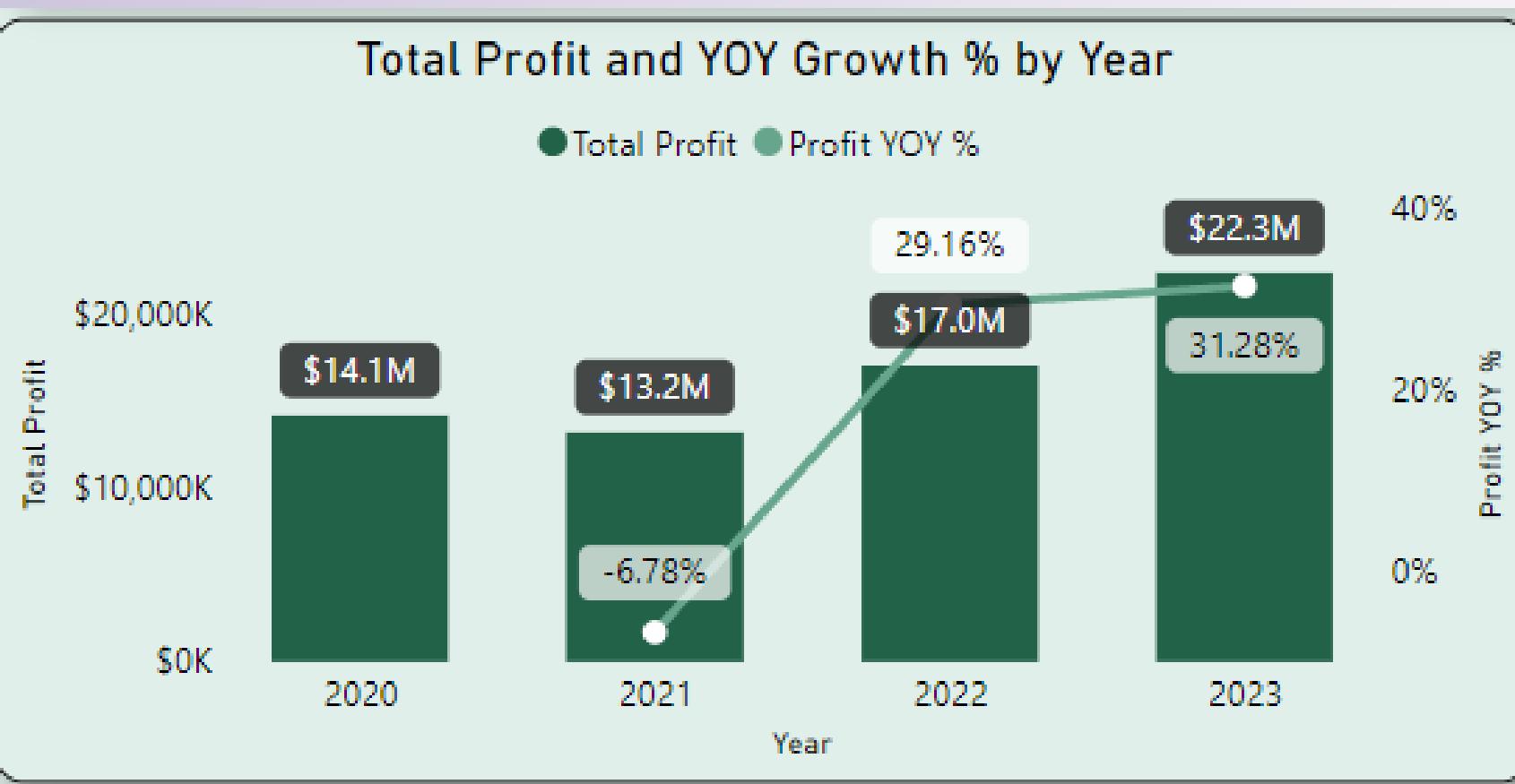
# YOY% OF SALES GROWTH ANALYSIS



- **Impressive Growth:** Total sales saw a significant 58.21% increase between 2020 and 2023, jumping from \$15,742,195 to \$24,906,184. This steep incline underscores robust sales performance over the three-year period.
- **Acceleration in Growth Rate:** Sales Year-over-Year (YOY) percentage surged by a remarkable 553.07% over two years, starting in 2021. This acceleration indicates a substantial improvement in sales performance, potentially driven by strategic initiatives or market factors.
- **Trend Consistency:** Both total sales and sales YOY percentage exhibited upward trends between 2020 and 2023, indicating consistent and sustained growth over the period. This suggests positive momentum and resilience in the sales trajectory, boding well for future performance.

# YOY% OF PROFIT GROWTH ANALYSIS

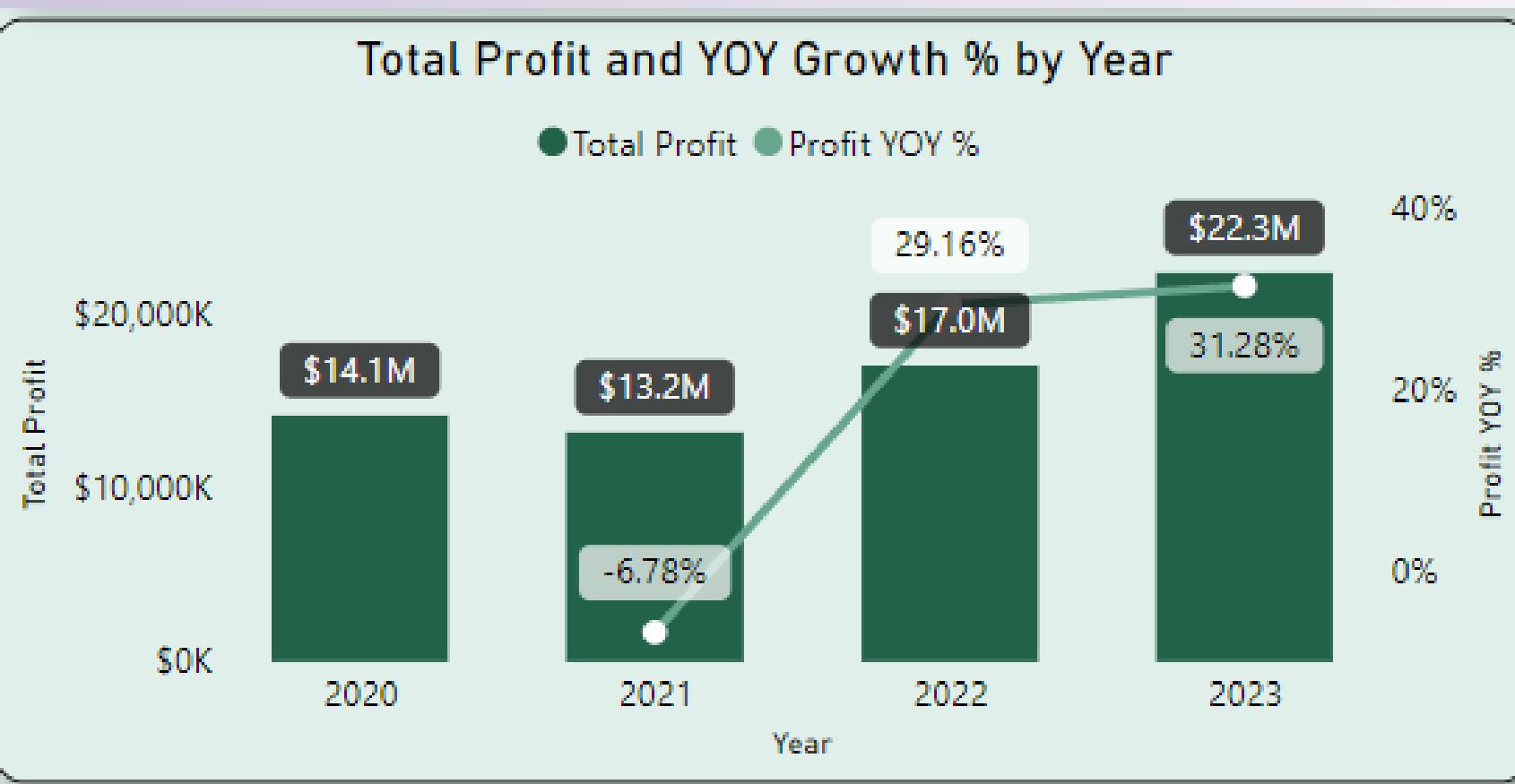
Total Profit and YOY Growth % by Year



- **Profit Growth Parallels Sales:** Similar to total sales, total profit witnessed a substantial 58.05% increase between 2020 and 2023, rising from \$14,123,542 to \$22,322,835. This reflects a strong alignment between sales and profit growth trends.
- **Acceleration in Profitability:** Profit Year-over-Year (YOY) percentage surged by an impressive 561.19% over two years, beginning in 2021. This acceleration indicates a significant improvement in profitability, mirroring the upward trajectory seen in sales.
- **Consistent Growth Trend:** Both total profit and profit YOY percentage demonstrated consistent upward trends between 2020 and 2023, highlighting sustained growth and indicating positive momentum in profitability over the period.

# YOY% OF PROFIT GROWTH ANALYSIS

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# SUMMARY

## Sales Performance:

- Sales have shown consistent growth trends, with significant year-over-year increases.
- Seasonal variations are evident, with certain months and cities contributing disproportionately to total sales.

## Profitability:

- Profit growth mirrors sales trends, indicating a positive correlation between sales and profitability.
- Accelerated growth in profitability suggests effective cost management and revenue optimization strategies.

# TIPS

## Seasonal Planning:

- Capitalize on peak sales months by implementing targeted marketing campaigns and promotions.
- Allocate resources efficiently to meet increased demand during high-sales periods.

## Cost Management:

- Monitor and control costs to maintain profitability despite fluctuations in sales.
- Identify and address areas of inefficiency to optimize profit margins further.

## Long-Term Strategy:

- Maintain a focus on sustained growth by continually analyzing sales and profitability trends.
- Invest in market research to identify emerging opportunities and adapt strategies accordingly.