



Sales Data Visual Presentation On Power Bi



ABOUT THE COMPANY



This project is about a manufacturing company VANARSDEL that produces 302 products under two categories (Urban and Rural).

Power bi was used to visualize the sales and revenue made by the company in four different countries around the world.

The information gotten from this analysis will be used for insight and recommendations on how to improve return on profit and make VANARSDEL a leading manufacturing company globally.



Headers

Description of Columns and

Country

Analysis were made on four countries:
Canada,
Germany,
Mexico and
Nigeria

Units Sold

It indicates the quantity of products sold

Product

This column lists all the product manufactured by the company

Manufacturers

This is a list of manufacturers but this project was about VANARSDEL

Category

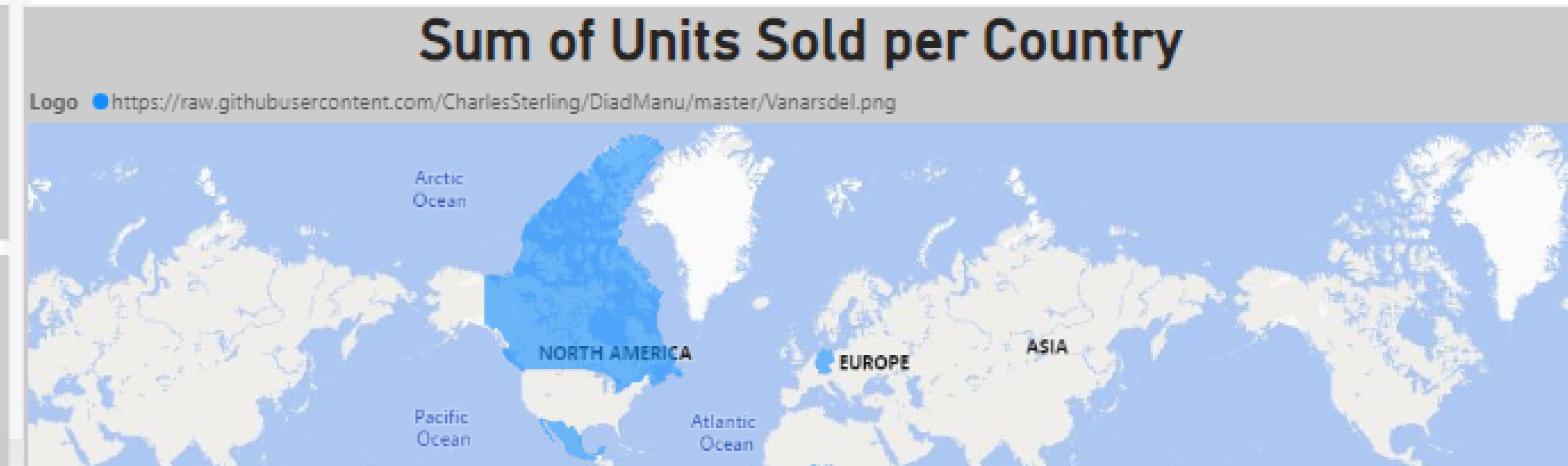
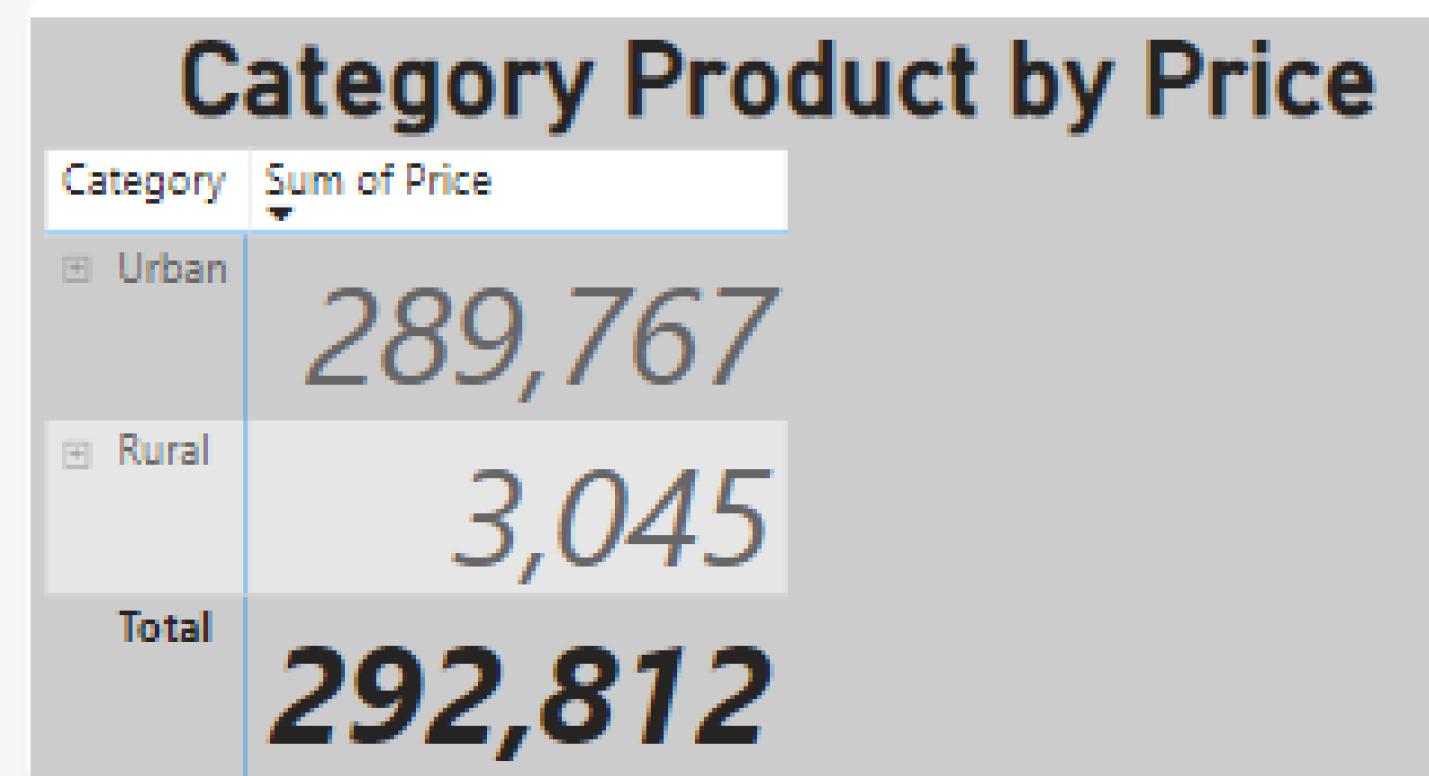
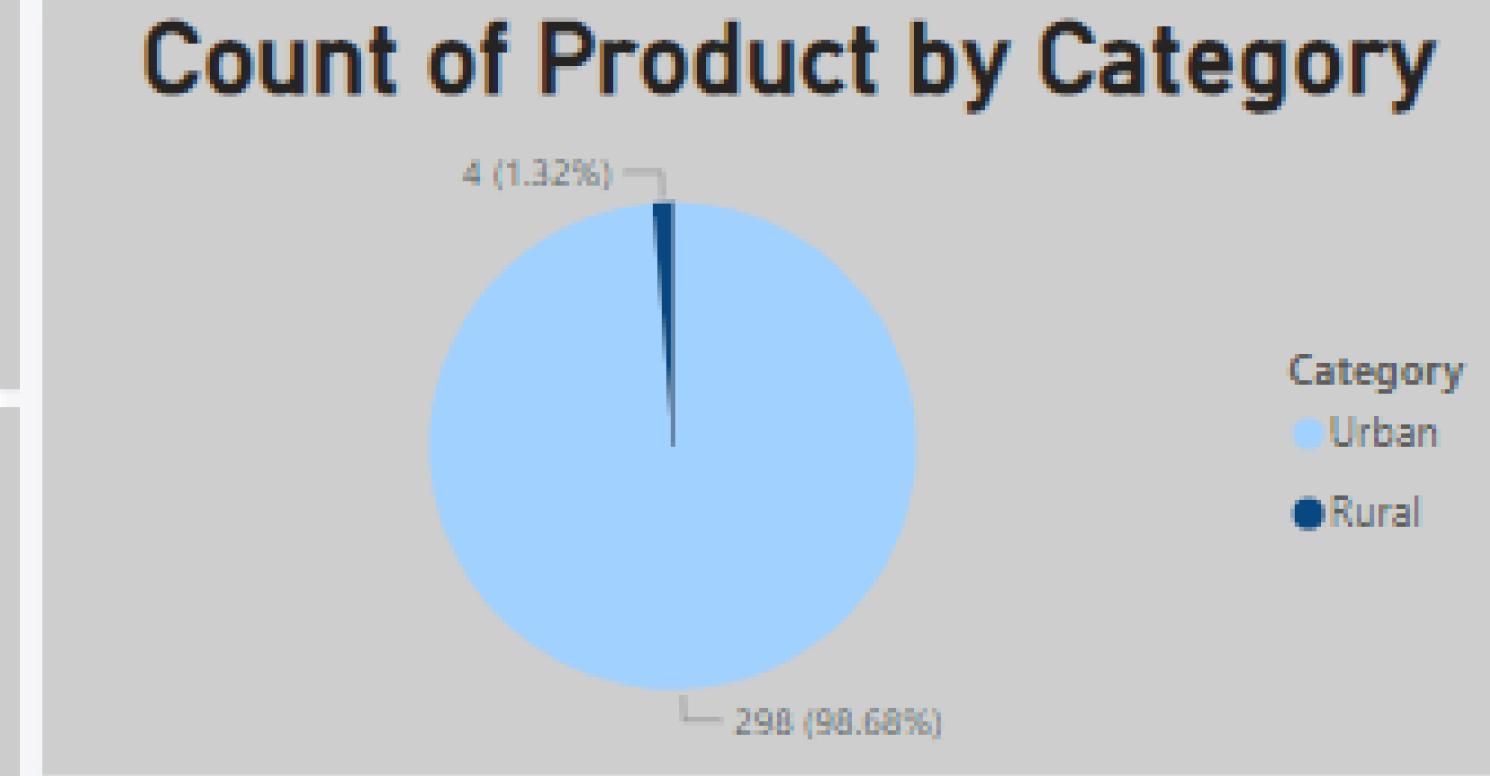
This column contains Two categories of product manufactured:
Urban, Rural

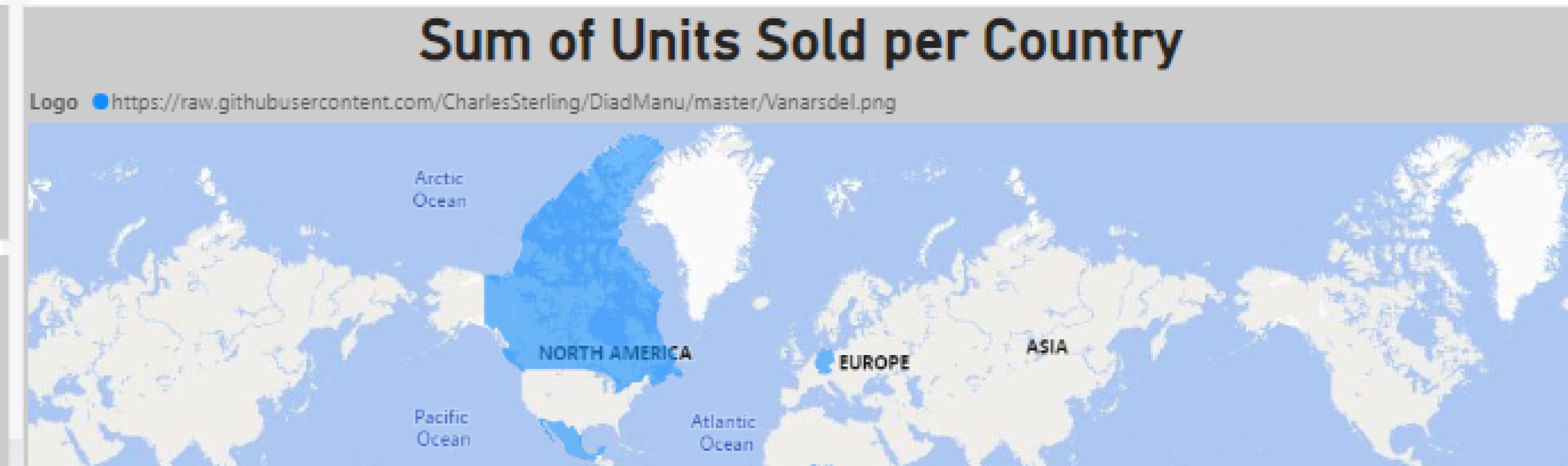
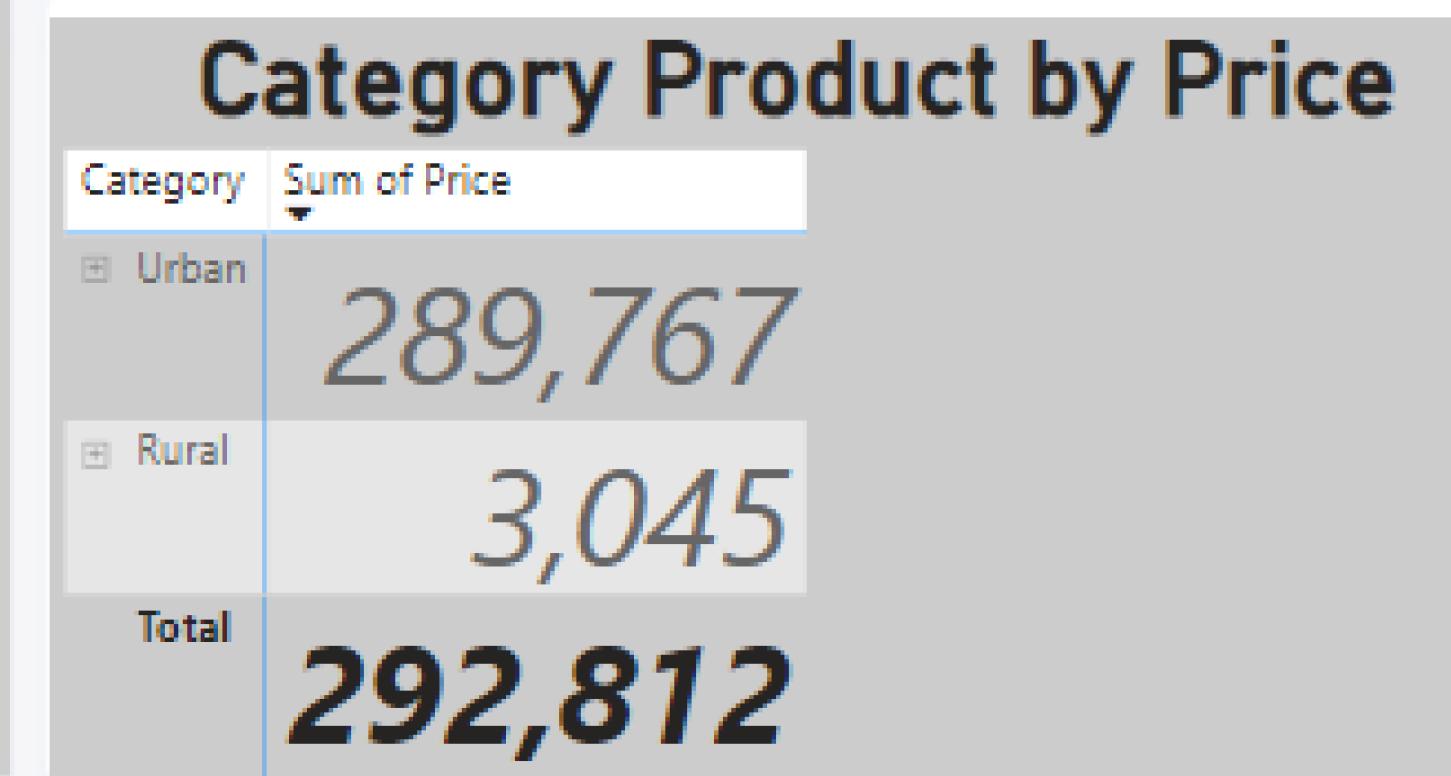
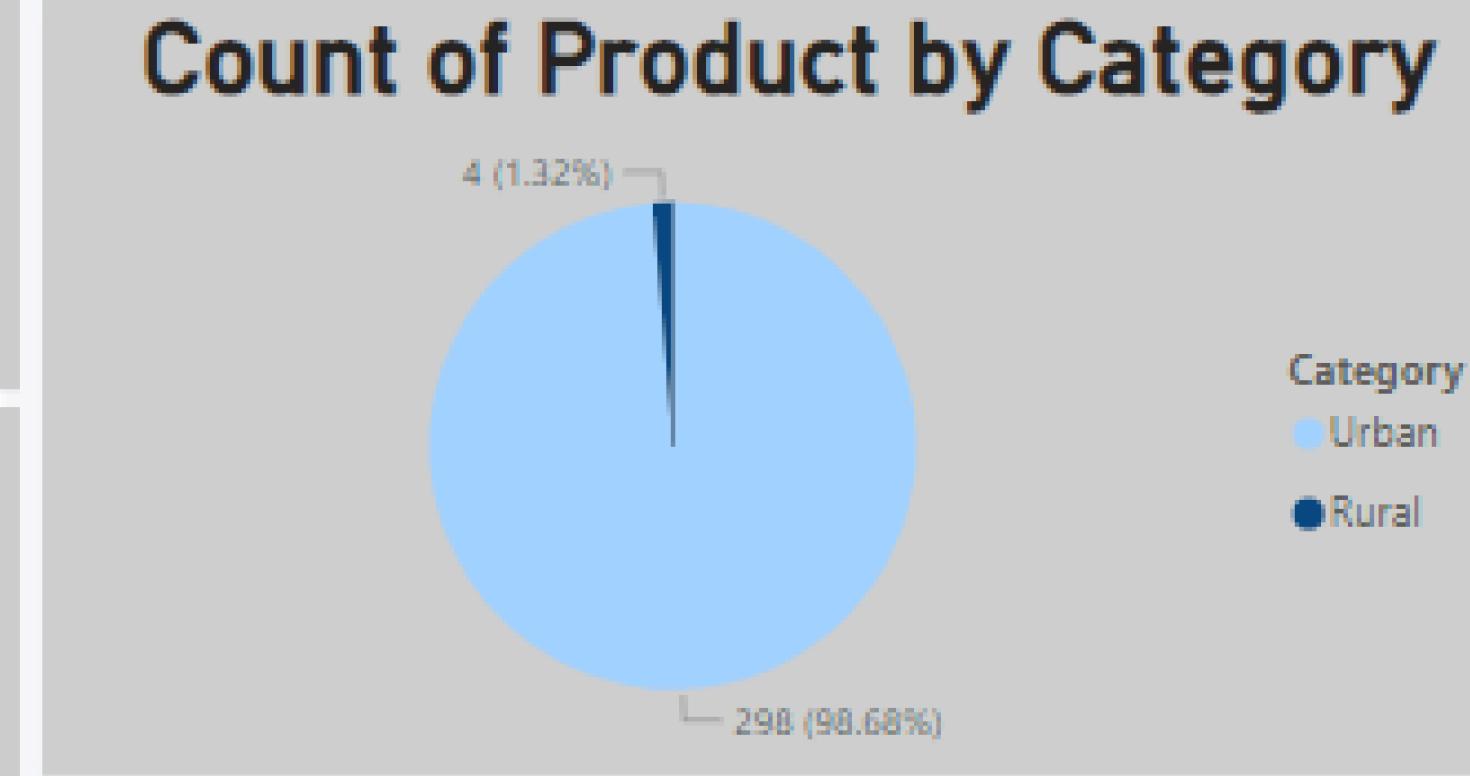
VANARSDEL Revenue

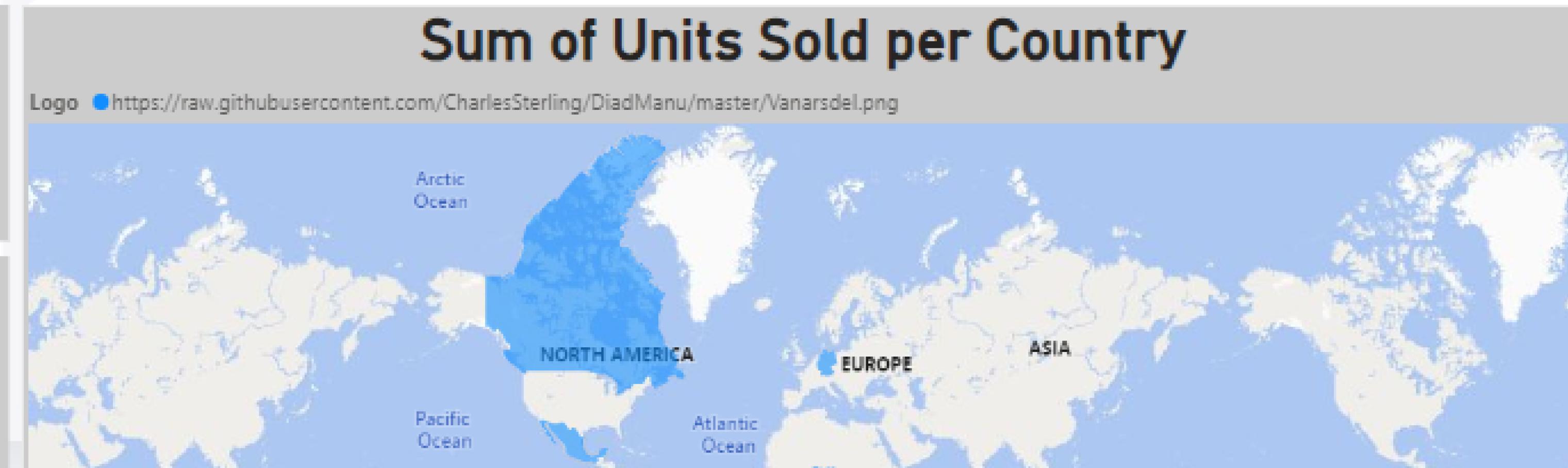
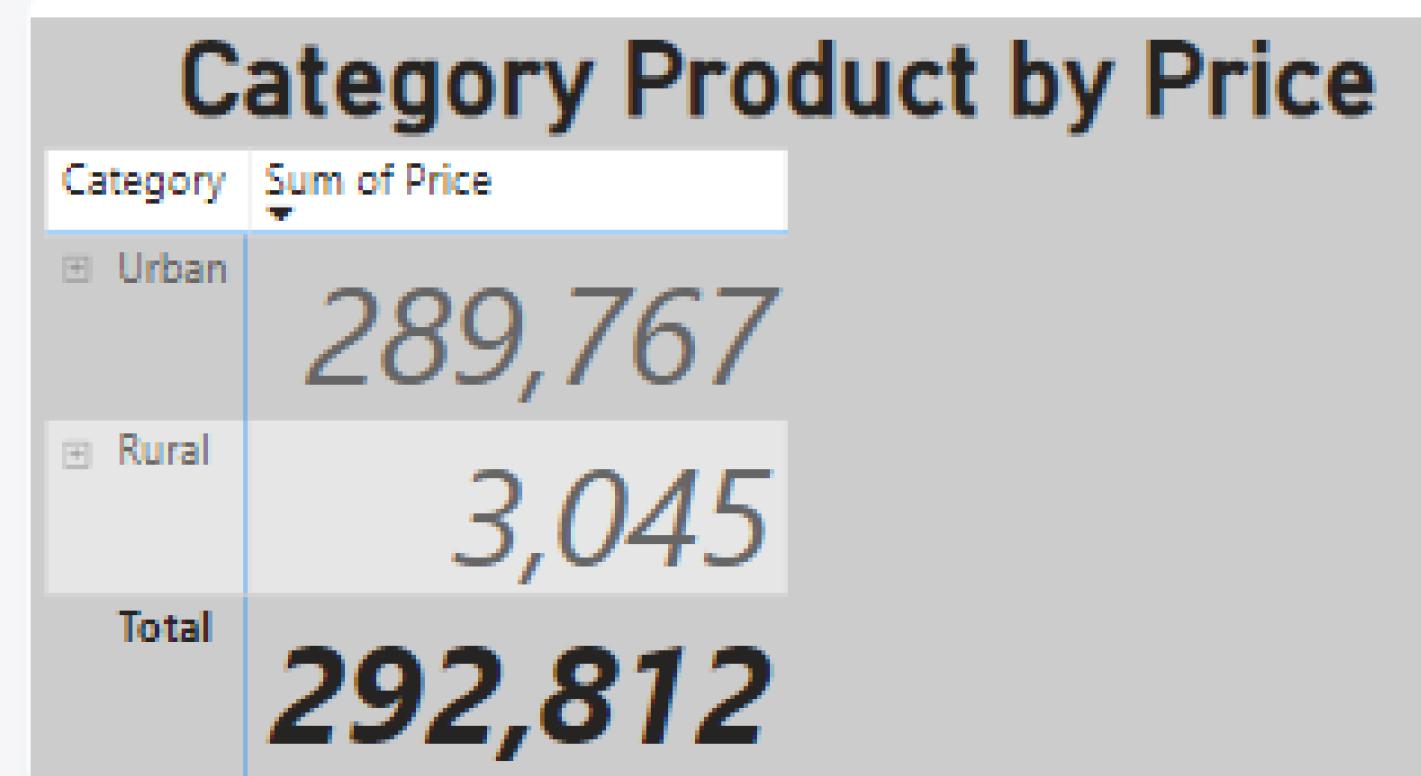
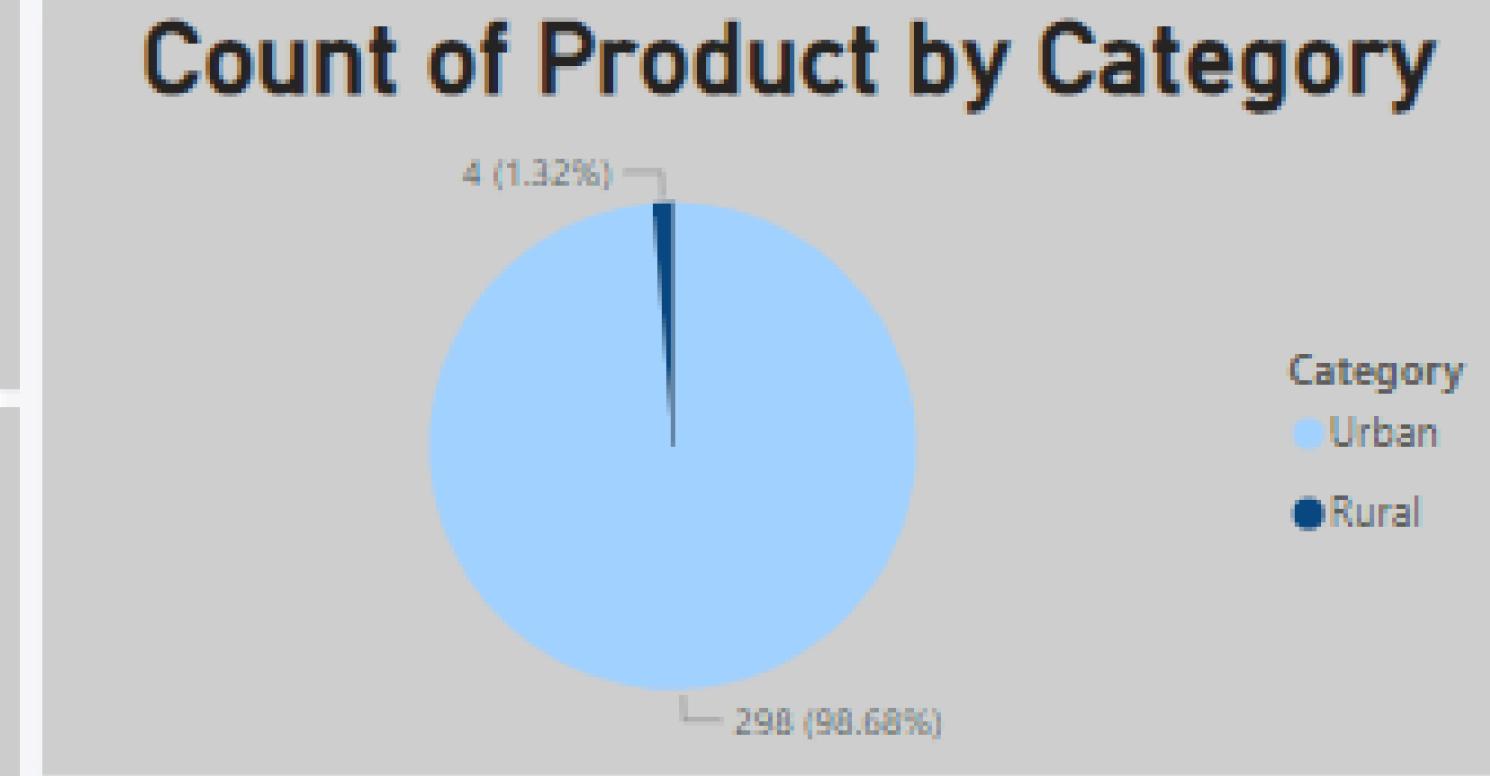
The profit made in the four countries were the products manufactured by VanaRsdel were sold

Price

It indicates the price of which the products were sold







INSIGHTS

Vanasdrel company made the highest revenue in Germany as against the other three and experience low revenue in Canada

RECOMMENDATIONS

Continuously monitor key performance indicators (KPIs) in each country. This includes sales, market share, customer feedback will aid profitability and improved revenue in the respective countries.

Urban product category made a revenue of \$289,767 as against rural products which made \$3,045

While the rural product category represent a small percentage, it's worth assessing the growth potential in rural markets via conducting market research to uncover untapped opportunities or emerging trends in rural areas.



INSIGHTS

Canada recorded the least sales in terms of unit of products sold with 8846 followed by Mexico with 26383, Nigeria came second with 48606 and Germany was first with 52478 units sold.

Vanasdrel produced 302 products under two categories: Urban with 298 products which is 98.68% and Rural with 4 products which is 1.32%.

RECOMMENDATIONS

Vanasdrel can use geographic targeting in their advertising campaign to reach the right audience. Social media and online platforms offer tools for precise geographic targeting.

Vanasdrel should consider developing products that bridge the gap between urban and rural preferences by encouraging product innovation to capture new markets.



CONCLUSION

Having made so much revenue in Urban category it is important to expand to other sectors also customize marketing campaigns to resonate with each country's culture, language and consumer behaviour.

This and constant analysis of sales data across different countries will improve revenue and Vanasdrel will be a global brand.



PROJECT PRESENTED



THANKS FOR WATCHING

Chiemeziem Okeke

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