

## **Sales Data Analysis & Insights**

### **(Jan/2019 - Dec/2019)**

#### **1. Which Product has the highest revenue over the year?**

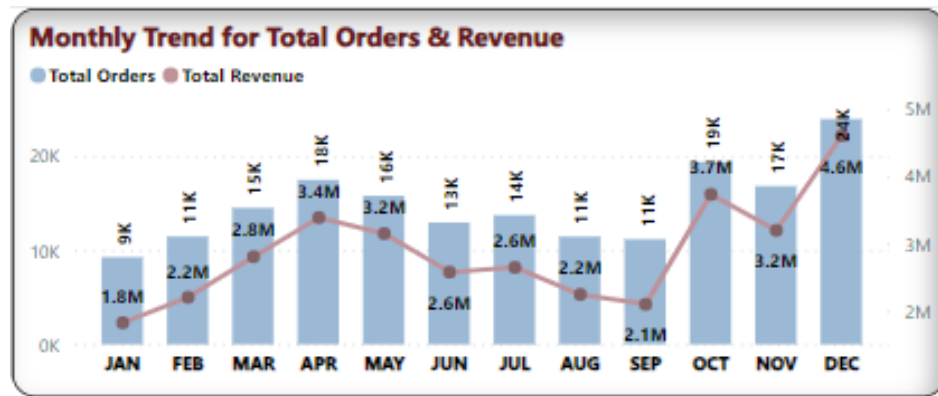
Macbook Pro laptop has the highest total sales of about 8 million over the year.

#### **2. Which city has the highest revenue over the year?**

San Francisco has the highest total sales over the year and also sold maximum products.

#### **3. What are Best Months for Sales?**

December month contributes to highest revenue and higher orders followed by October and April maybe due to festival seasons or Sellers giving more offers in these months.



#### **4. A: Which cities sold the most products?**

San Francisco	50239
Los Angeles	33289
New York City	27932
Boston	22528
Dallas	16730

#### **B: Which cities sold the less products?**

Portland	14053
Austin	11153

Here we can see San Francisco sold the most products compared to other cities maybe due to sellers in this city giving offers or promoting the products.

Sellers in these cities can promote products or give offers in Austin and Portland to increase the sales.

## 5. Which products has maximum orders over the year? (Top Selling Products)

USB-C Charging Cable	21855
Lightning Charging Cable	21604
AAA Batteries (4-pack)	20593
AA Batteries (4-pack)	20542
Wired Headphones	18847

We can see that orders with products related to mobile & laptop is quite high. Specially charging cables and Headphones

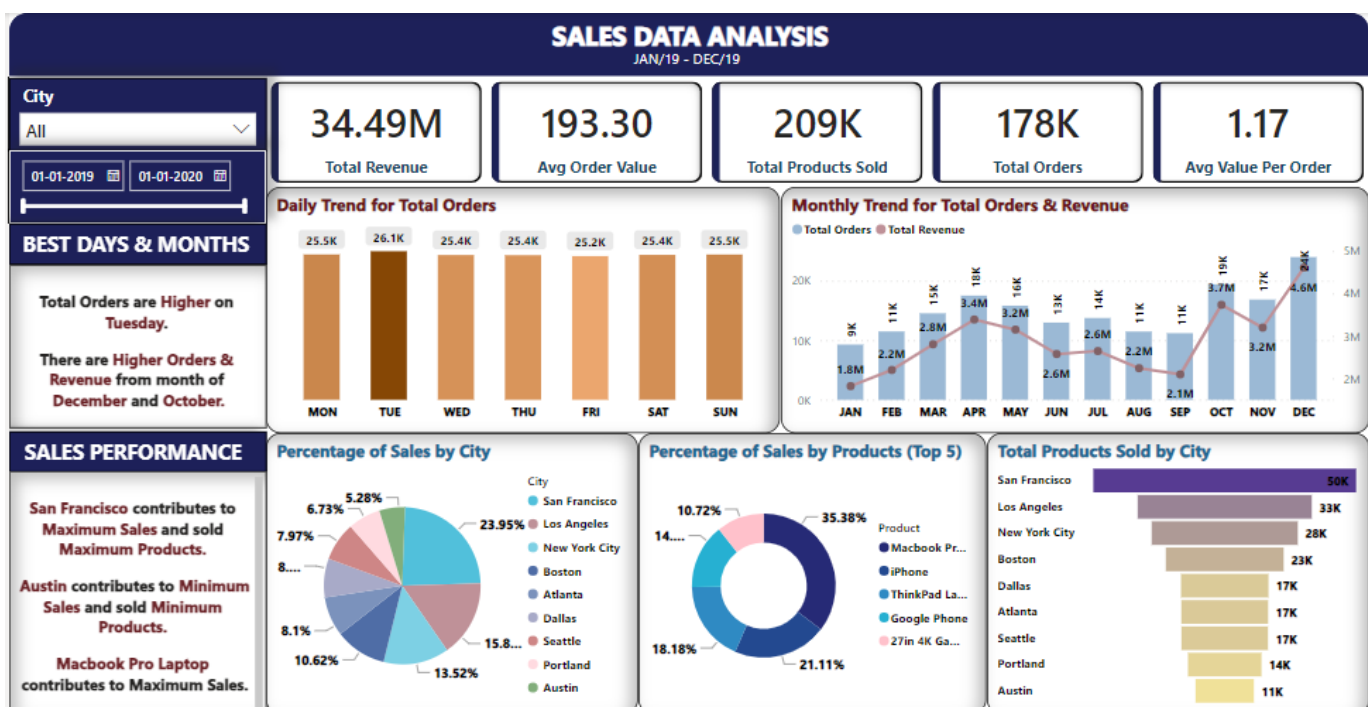
## 6. Minimum selling products or Products with minimum orders over the year?

LG Dryer	646
LG Washing Machine	666

We can see that LG products has minimum selling rate compared to other products. Sellers can consider enhancing marketing campaigns or exploring new promotion strategies. Also, can take and analyze customer feedback, reviews, surveys related to the product and its price for better improvement in sales.

This is the screenshot of Power BI Dashboard.

### 1. Sales Performance



## 2. Best and Worst Seller Products

