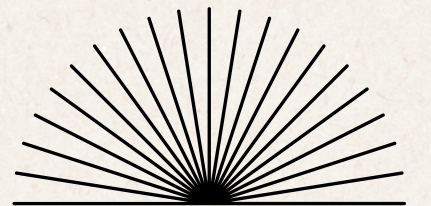# SALES DATA ANALYSIS
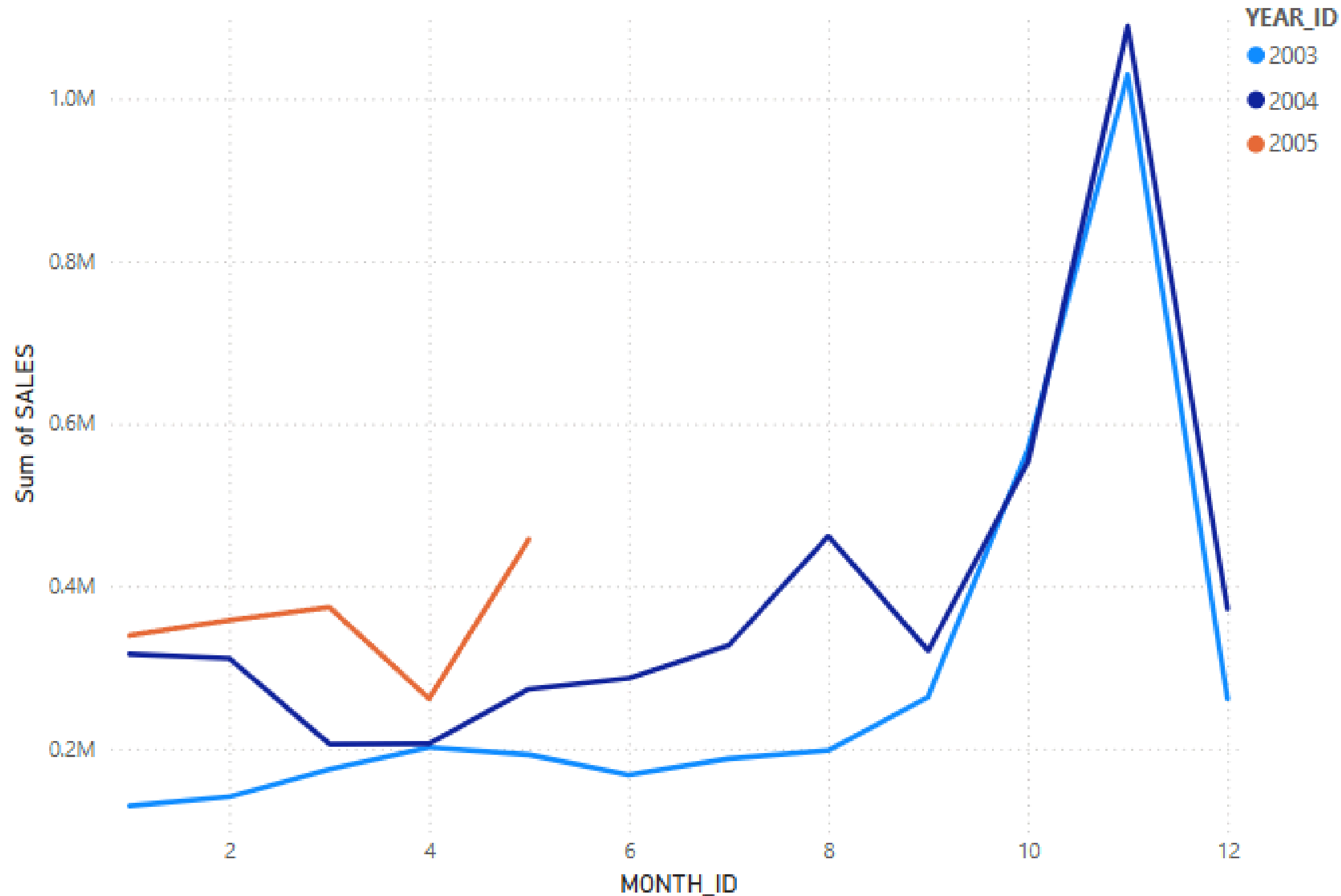
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Sales Data Analysis
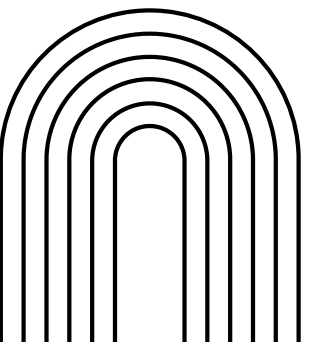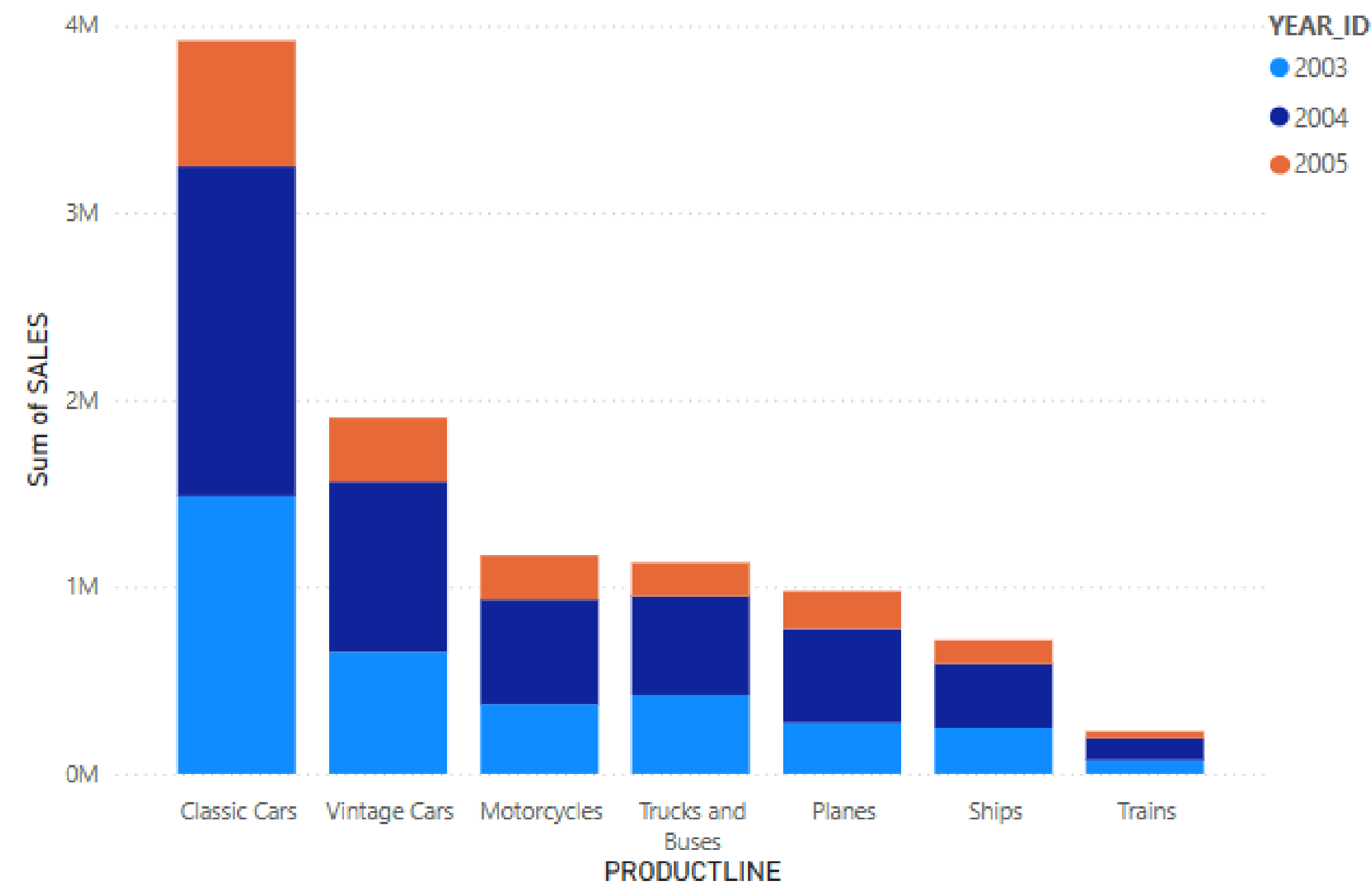
PRESENTED BY:
Chandrima Ghosh

Q1. What are the overall sales trend?

- Steady Growth: Monthly sales display consistent upward trend from January to December with a peak in December.

- Seasonal Spike: December demonstrates significantly higher sales.

- Year-on-Year Increase: Sales in 2004 and 2005 outperform 2003 sales.

Which product lines generate the most revenue?

- The 'Classic Cars' product line generated the highest revenue, contributing 39% of total sales.

- 'Trains' are among the lowest-performing product lines in terms of sales.

Geographical Analysis

Sum of SALES by COUNTRY

Sum of SALES ▼	COUNTRY
36,27,982.83	USA
12,15,686.92	Spain
11,10,916.52	France
6,30,623.10	Australia
4,78,880.46	UK
3,74,674.31	Italy
3,29,581.91	Finland
3,07,463.70	Norway
2,88,488.41	Singapore
2,45,637.15	Denmark
2,24,078.56	Canada
2,20,472.09	Germany
1,00,32,628.85	

- The USA generates the most revenue, with 'Classic Cars' being the top-selling product.

Who are the top customers by sales?

Sum of SALES by CUSTOMERNAME

PRODUCTLINE
- Classic Cars
- Vintage Cars
- Motorcycles
- Planes
- Trucks and Buses
- Ships
- Trains
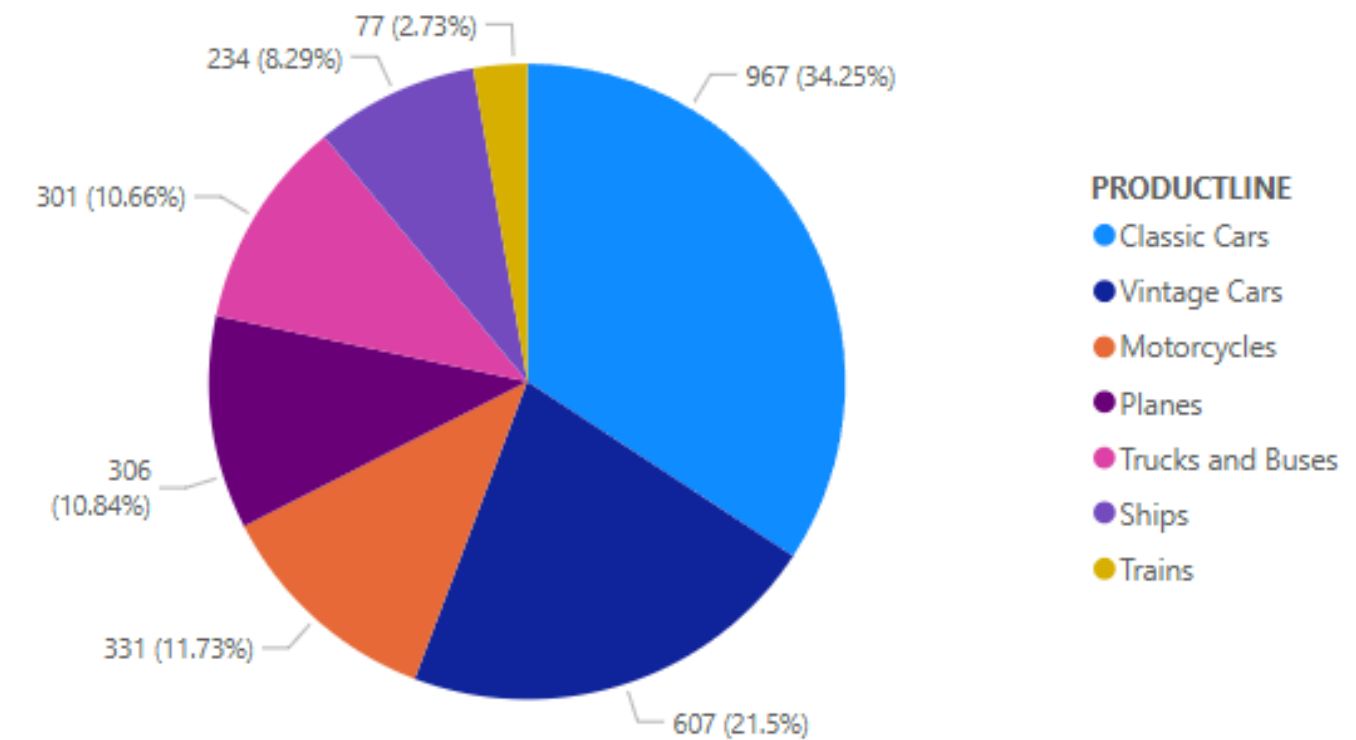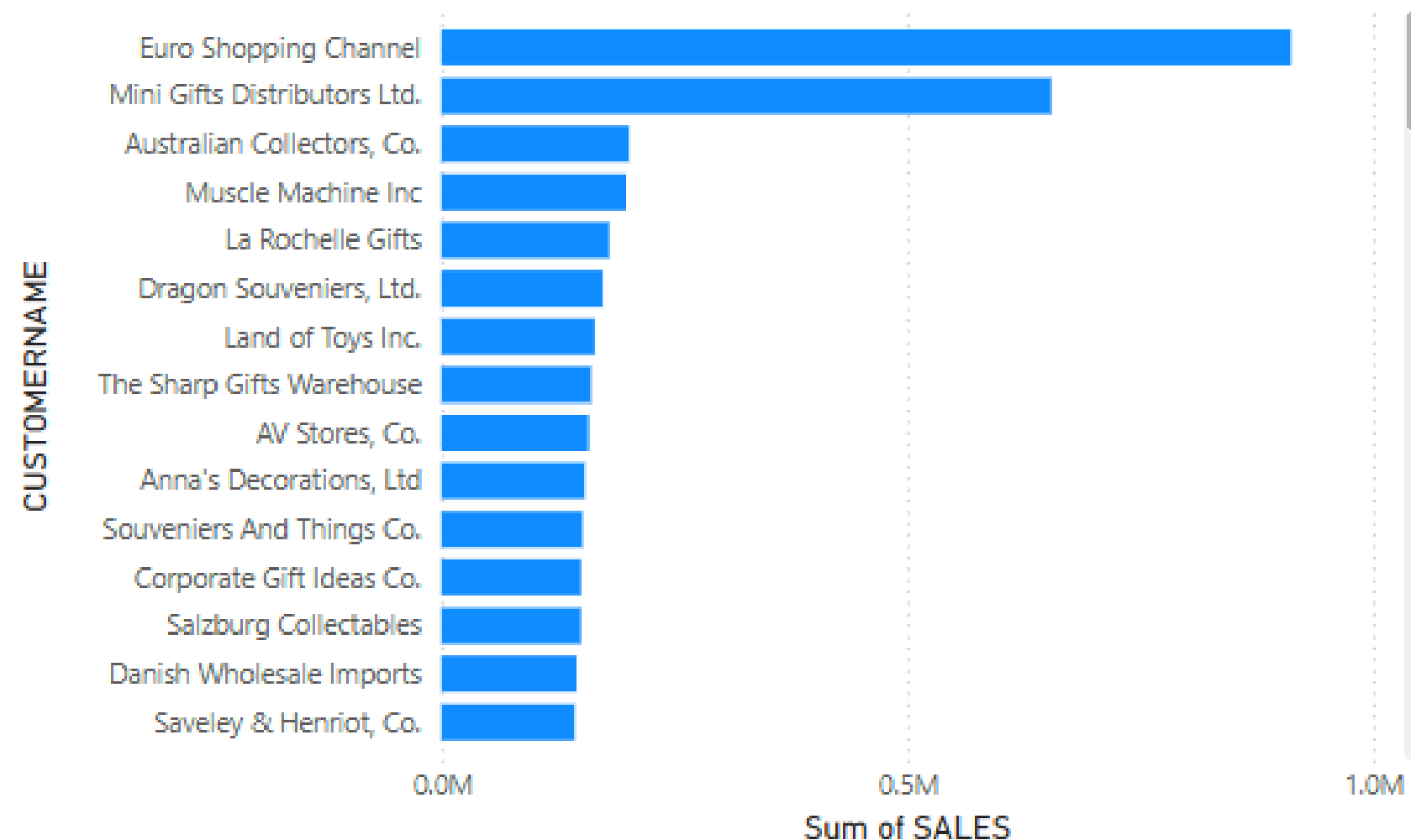
- The top 10 customers accounted for approximately 30% of total revenue.
- Most of the top customers are from the 'Classic Cars' product line.
- The Euro Shopping Channel has the most frequent orders, indicating high customer loyalty.

How does the deal size affect revenue?
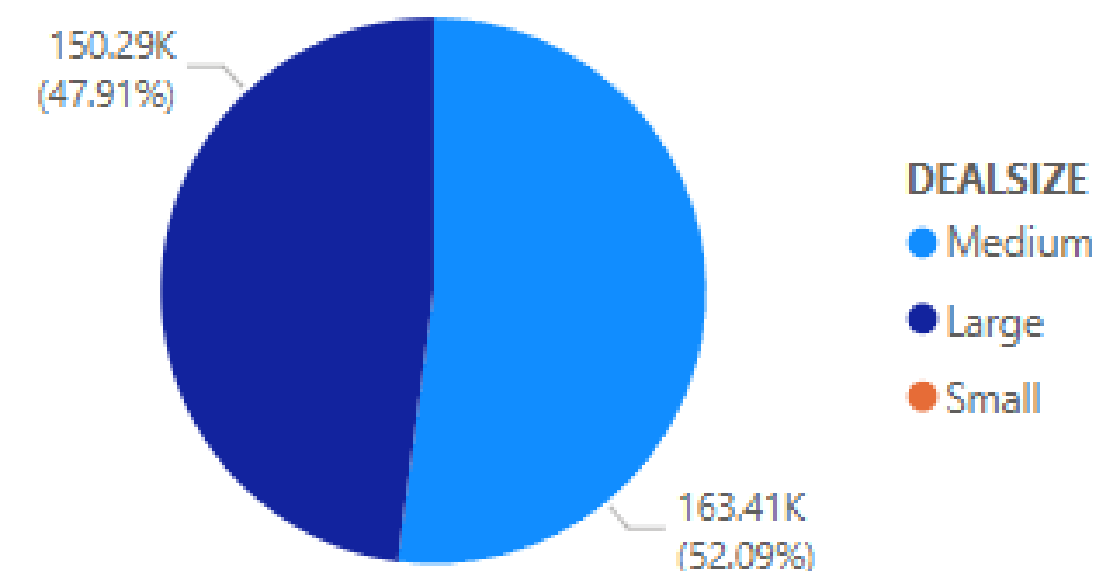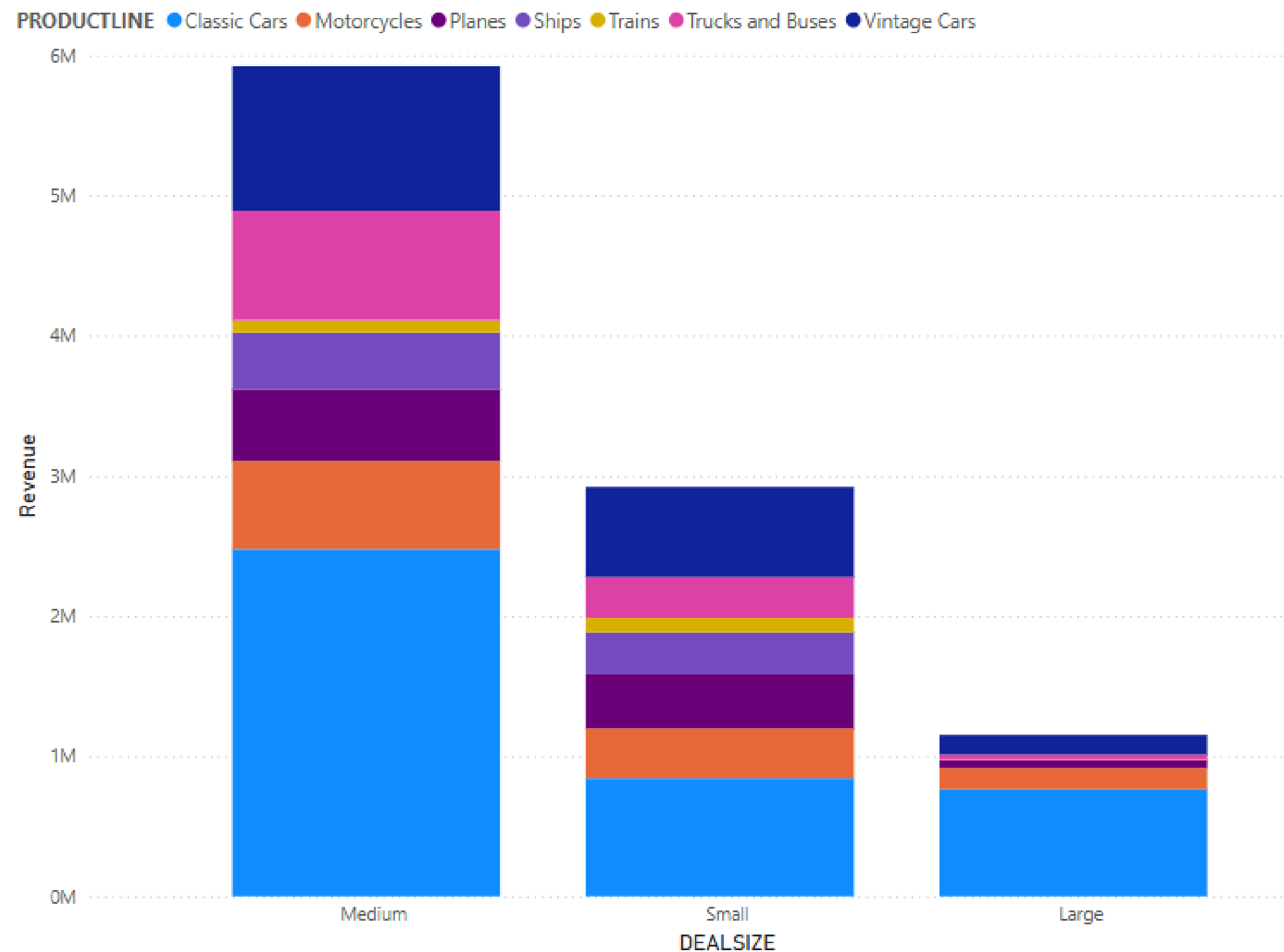
- Medium deal sizes contribute more revenue for 'Classic Cars' than any other product line.

- Medium-sized products are the most popular across all product lines.

THANK YOU