



# Sales Insight

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# INTRODUCTION

Welcome to our Sales Insight presentation. Today, we'll be exploring an innovative tool that will help you understand your sales data like never before.

In today's fast-paced business environment, sales teams are constantly looking for ways to stay ahead of the competition. By analyzing sales data, businesses can identify trends, evaluate performance, and make data-driven decisions that can improve their bottom line.

Our Sales Insight Dashboards is designed to provide you with a comprehensive view of your sales data in an easy-to-use and customizable format. With our dashboard, you can quickly identify areas of strength and weakness, track progress towards goals, and make informed decisions that can drive business growth.

In this presentation, we will be taking a closer look at the features and benefits of our Sales Insight Dashboard. We'll show you how it can be used to optimize sales performance, improve customer retention, and increase revenue. Let's get started!

# Dataset used:

Our Dataset comprises of 3 tables Customer, Product, Order.

We have used Tableau software for our project whose interface looks something like this.

The screenshot shows the Tableau desktop application interface. On the left, the 'Connections' pane displays a single connection named 'Chinmay refined dataset' from 'Microsoft Excel'. Below it, the 'Sheets' pane lists three sheets: 'Customer', 'Order', and 'Product'. A note about using the Data Interpreter is present. On the right, the main workspace shows a data flow diagram where the 'Order' sheet is connected to both the 'Customer' and 'Product' sheets. Below the diagram, a preview of the 'Order' table is shown with 5 fields and 201 rows. The first few rows of data are as follows:

Abc Order	Order	# Order	Abc Order	Abc Order
Order ID	Order Date	Quantity	Product id	C id.
00	01-01-2018	2	P20	C22
01	13-01-2018	2	P5	C43
02	16-01-2018	10	P19	C5
03	21-01-2018	7	P19	C57
04	23-01-2018	8	P30	C3
05	28-01-2018	8	P41	C64
06	22-02-2018	5	P20	C10

We'll be looking at our dataset more clearly in the upcoming slides.

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# DATASET TABLE 1 (CUSTOMER)

TABLE CONTAINS  
DATA OF  
101 CUSTOMERS

Customer Name	City	State	Country
Rick Hansen	New York City	New York	United States
Justin Ritter	Wollongong	New South Wales	Australia
Craig Reiter	Brisbane	Queensland	Australia
Katherine Murray	Berlin	Berlin	Germany
Rick Hansen	Dakar	Dakar	Senegal
Jim Mitchum	Sydney	New South Wales	Australia
Toby Swindell	Porirua	Wellington	New Zealand
Mick Brown	Hamilton	Waikato	New Zealand
Jane Waco	Sacramento	California	United States
Joseph Holt	Concord	North Carolina	United States
Greg Maxwell	Alexandria	Virginia	United States
Anthony Jacobs	Kabul	Kabul	Afghanistan
Magdelene Morse	Jizan	Jizan	Saudi Arabia
Vicky Freymann	Toledo	Parana	Brazil
Peter Fuller	Mudanjiang	Heilongjiang	China
Ben Peterman	Paris	Ile-de-France	France
Thomas Boland	Henderson	Kentucky	United States
Patrick Jones	Prato	Tuscany	Italy
Jim Sink	Townsville	Queensland	Australia
Ritsa Hightower	Uvinza	Kigoma	Tanzania
Ann Blume	Bytom	Silesia	Poland
Sue Ann Reed	Chicago	Illinois	United States
Jason Klamczynski	Suzhou	Anhui	China
Laurel Beltran	Edinburgh	Scotland	United Kingdom

# DATASET TABLE 2 (PRODUCT)

TABLE CONTAINS  
DATA OF  
50 PRODCUTS

Product Name	Category	Sub-Category	Price	discount_percentage	Product
Redmi	Technology	Accessories	11001	10%	P0
Armchair, Black	Furniture	Chairs	3709	43%	P1
Nokia Smart Phone	Technology	Phones	5175	90%	P2
Motorola Smart Phone	Technology	Phones	2893	53%	P3
Boat Headphones	Technology	Accessories	2833	61%	P4
Samsung Smart Phone	Technology	Phones	2863	85%	P5
Leather Armchair, Adjustable	Furniture	Chairs	1822	65%	P6
Chromcraft Conference Table	Furniture	Tables	5245	23%	P7
US POLO T-shirt	Clothing	T-shirt	5084	50%	P8
Conference Tables & Bases	Furniture	Tables	4298	33%	P9
Kurti	Clothing	Kurti	4164	55%	P10
Redtape Shoes	Footwear	Sneakers	4626	63%	P11
Ray-Ban Sunglasses	Accessories	Eyewear	2617	69%	P12
Sleepwell Double Bed	Furniture	Bed	2222	61%	P13
KitchenAid Microwave, White	Office Supplies	Appliances	3702	60%	P14
Breville Refrigerator, Red	Office Supplies	Appliances	1870	13%	P15
Logitech Edge Keyboard	Technology	Accessories	2250	44%	P16
Hoover Stove, Red	Office Supplies	Appliances	7959	38%	P17
Brother Fax Machine, High-Speed	Technology	Copiers	2566	60%	P18
Titan Watch	Accessories	Watch	3410	39%	P19
Real Juice	Groceries	Juices	1978	46%	P20
Bourbon Biscuit	Groceries	Biscuits	2736	44%	P21
Levis Denim Jacket	Clothing	Jacket	2754	41%	P22
Dell insipron 3501	Technology	Appliances	5274	70%	P23
Quartz Clock S-11	Office Supplies	Accessories	1714	42%	P24
Wild stone Deodorant	Accessories	Deo	2106	72%	P25
Samsung Charger	Technology	Accessories	1715	25%	P26
Nivea cream(100g)	Accessories	Body lotion	3070	25%	P27
Apple iPhone	Technology	Phones	4159	51%	P28
Sharp Wireless Fax, High-Speed	Technology	Copiers	2833	61%	P29
Samsung Smart Phone, with Caller ID	Technology	Phones	2863	85%	P30
Novimek Executive Leather Armchair, Adjustable	Furniture	Chairs	1822	65%	P31
Chromcraft Conference Table, Fully Assembled	Furniture	Tables	5245	23%	P32
Chromcraft Bull-Nose Wood Oval Conference Tables & Bases	Furniture	Tables	4298	33%	P33
Martin Yale Cordless Opener Electric Letter Opener	Office Supplies	Supplies	4164	55%	P34
Bevis Conference Table, Fully Assembled	Furniture	Tables	4626	63%	P35
Cisco Smart Phone, with Caller ID	Technology	Phones	2617	69%	P36
Harbour Creations Executive Leather Armchair, Adjustable	Furniture	Chairs	2222	61%	P37
Logitech diNovo Edge Keyboard	Technology	Accessories	2250	44%	P38
Hon Computer Table, with Bottom Storage	Furniture	Tables	1978	46%	P39
Apple iPhone 5S	Technology	Phones	2736	44%	P40
SAFCO Executive Leather Armchair, Black	Furniture	Chairs	2754	41%	P41
KitchenAid Refrigerator, Black	Office Supplies	Appliances	5274	70%	P42
Motorola Smart Phone, Full Size	Technology	Phones	1714	42%	P43
Hon Computer Table, Fully Assembled	Furniture	Tables	2106	72%	P44
Hewlett Wireless Fax, Color	Technology	Copiers	1527	54%	P45
Canon PC940 Copier	Technology	Copiers	3150	54%	P46
Chromcraft Conference Table, with Bottom Storage	Furniture	Tables	1745	27%	P47
Breville Refrigerator, White	Office Supplies	Appliances	4192	77%	P48
Samsung Galaxy Mega 6.3	Technology	Phones	4368	56%	P49

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# DATASET TABLE 3 (ORDER)

TABLE CONTAINS  
DATA OF  
201 ORDERS

Order ID	Order Date	Quantity	Product_id	C_id.
O0	01-01-2019	18	P20	C22
O1	13-01-2019	21	P5	C43
O2	16-01-2019	34	P19	C5
O3	21-01-2019	41	P19	C57
O4	23-01-2019	4	P30	C3
O5	28-01-2019	16	P41	C64
O6	23-02-2019	6	P39	C40
O7	01-03-2019	48	P40	C81
O8	09-03-2019	20	P22	C32
O9	19-03-2019	9	P29	C39
O10	20-03-2019	26	P19	C94
O11	01-04-2019	45	P33	C87
O12	23-04-2019	32	P16	C94
O13	23-04-2019	11	P36	C35
O14	17-05-2019	14	P4	C65
O15	11-06-2019	1	P37	C28
O16	17-06-2019	42	P24	C48
O17	22-06-2019	37	P29	C77
O18	25-06-2019	6	P47	C3
O19	11-07-2019	23	P30	C23
O20	19-07-2019	33	P25	C69
O21	06-08-2019	25	P25	C14
O22	06-08-2019	36	P35	C24
O23	19-08-2019	39	P2	C30

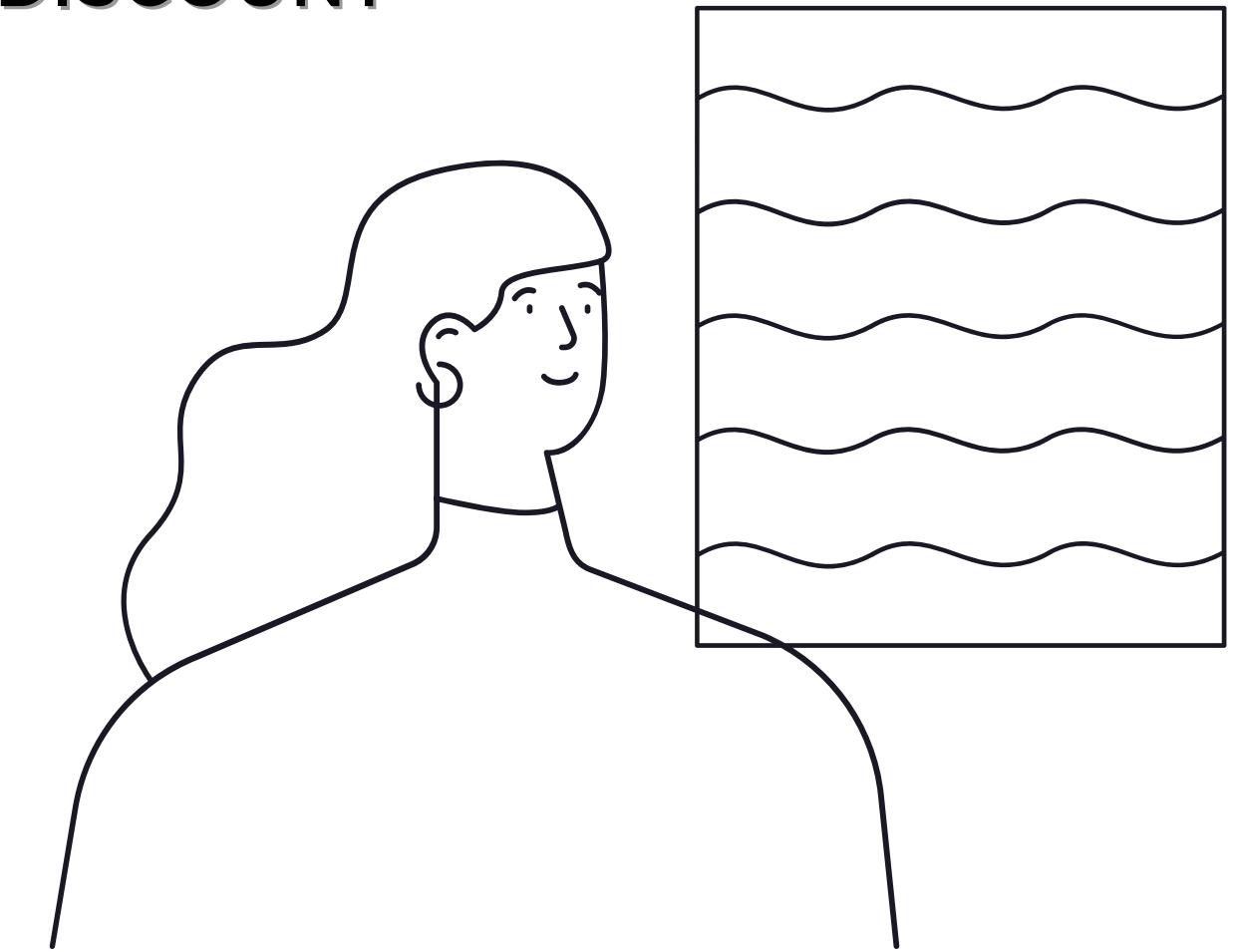


HERE ARE SOME DATA VISUALS  
DONE ON OUR DATASET ➔

# VISUAL ANALYSIS

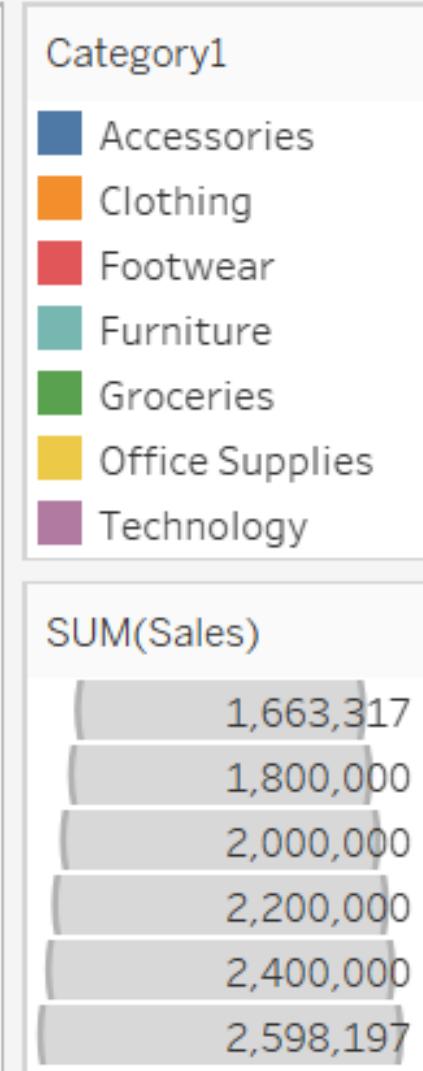
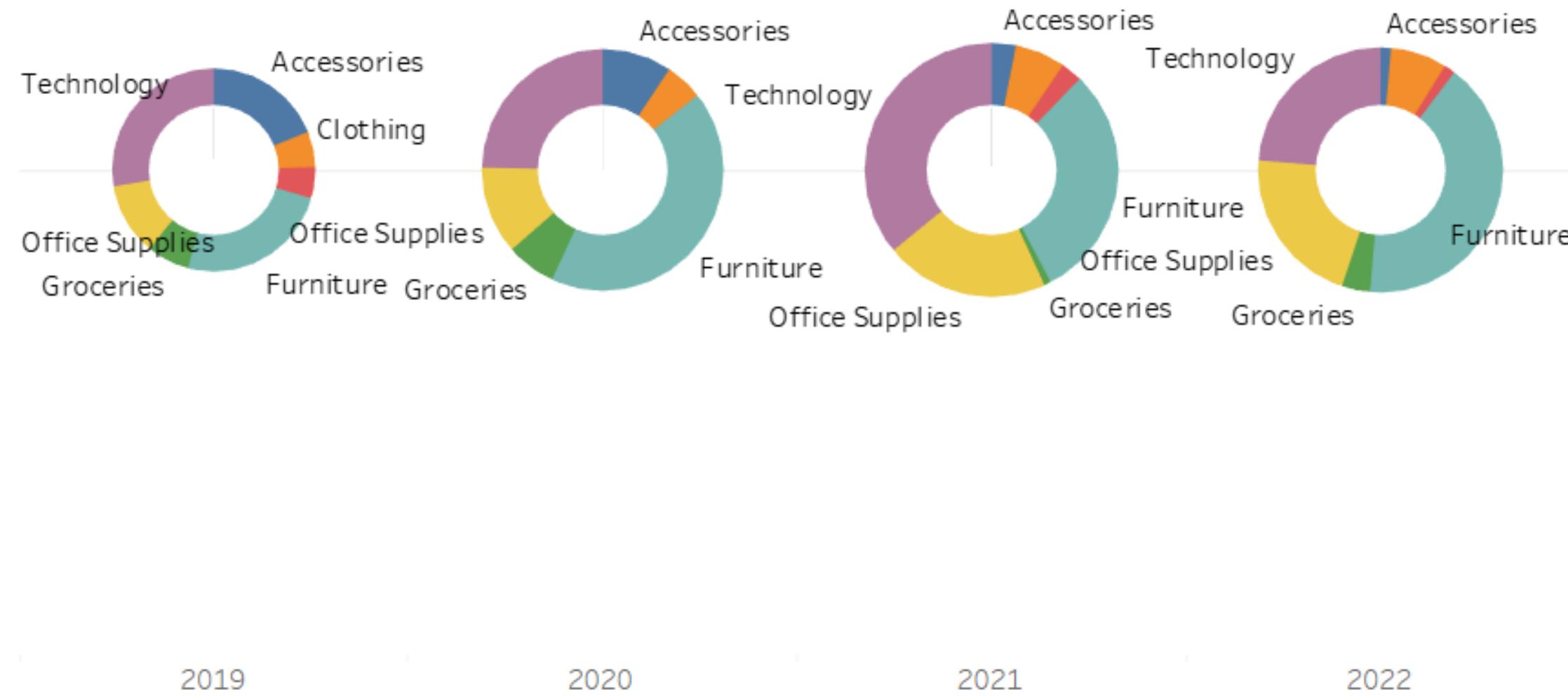
06

- REVENUE(SALES) PER CATEGORY
- SALES PER SUBCATEGORY PER YEAR
- SALES V/S RATING COUNTS
- CORRELATION GRAPH BETWEEN QUANTITY AND DISCOUNT PERCENTAGE
- SALES PER STATE
- PROFIT PER MONTH
- SALES PER MONTH



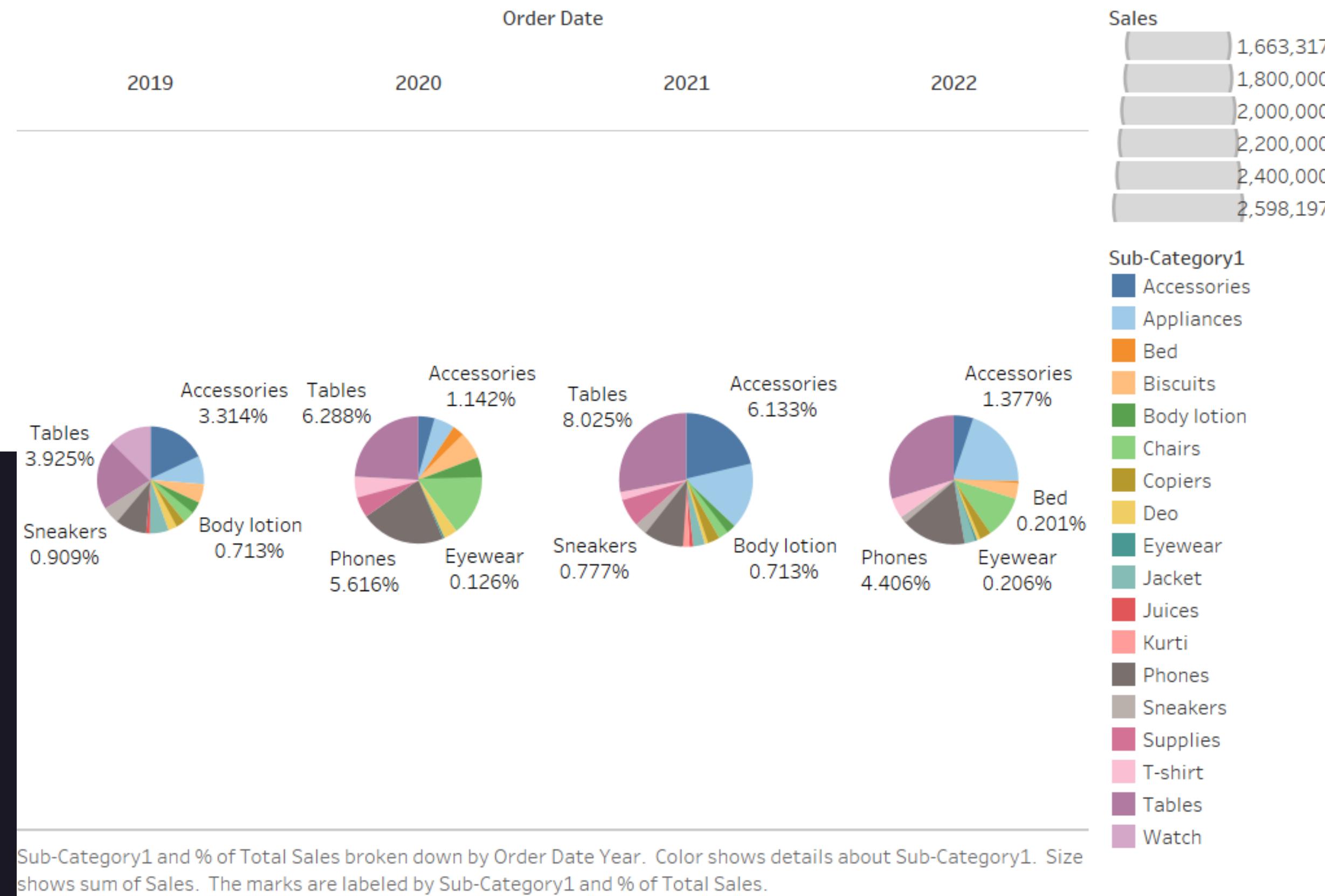
## Revenue Per Category

Order Date



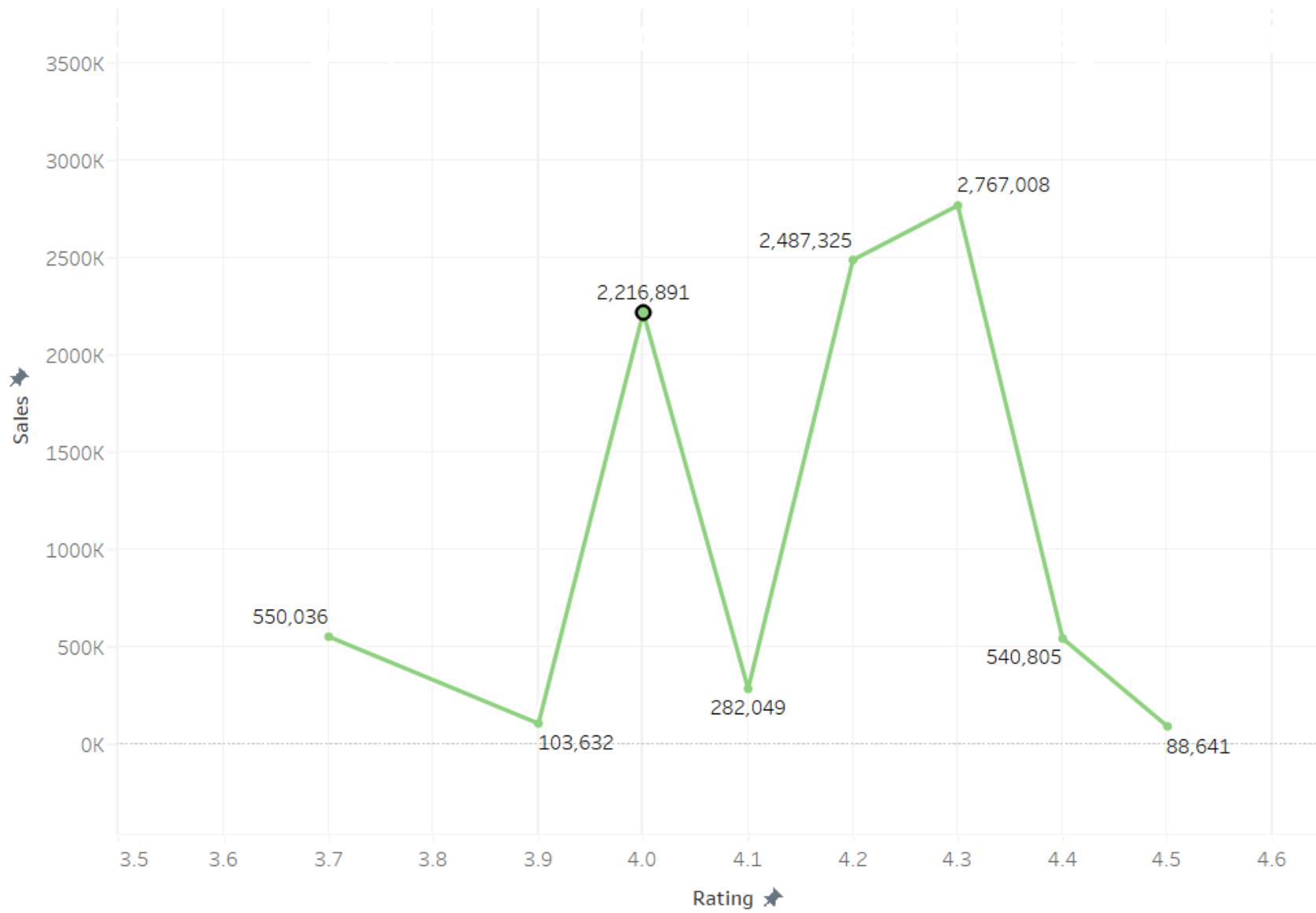
- From this graph we conclude the categories which contributes the major portion of yearly sales are technology and furniture.
- While technology has contributed major portion in the duration of 4 years.

## Sales Per Sub-Category Per Year



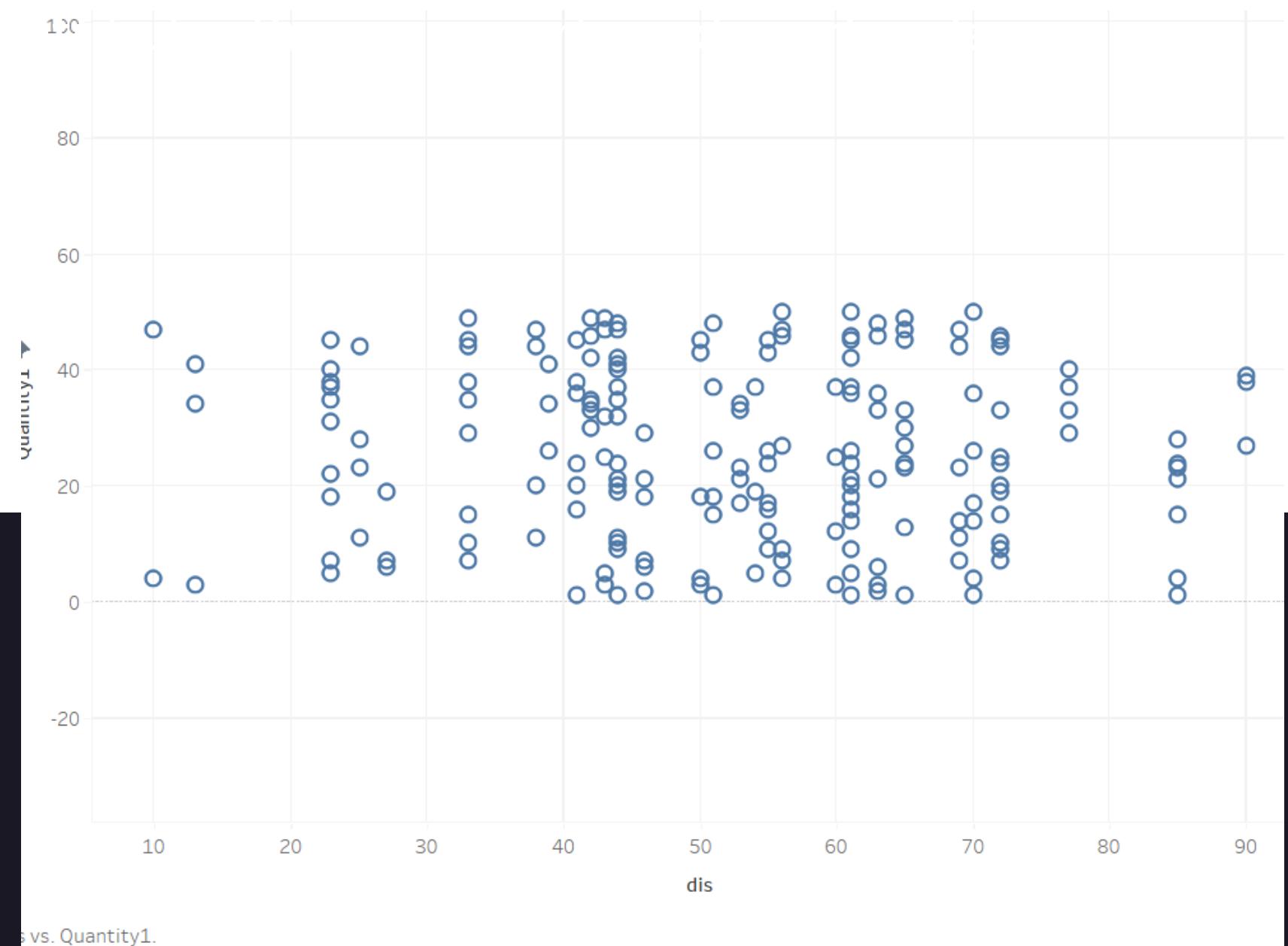
From this graph we conclude the subcategory which contributes the major portion of yearly sales is tables.

### Sales VS Rating



- The product with 4.3 contributes the max value in the total sales.
- Clearly we can see that there is no relation between rating and sales.

### Coorelation Between Quantity and Discount Percentage



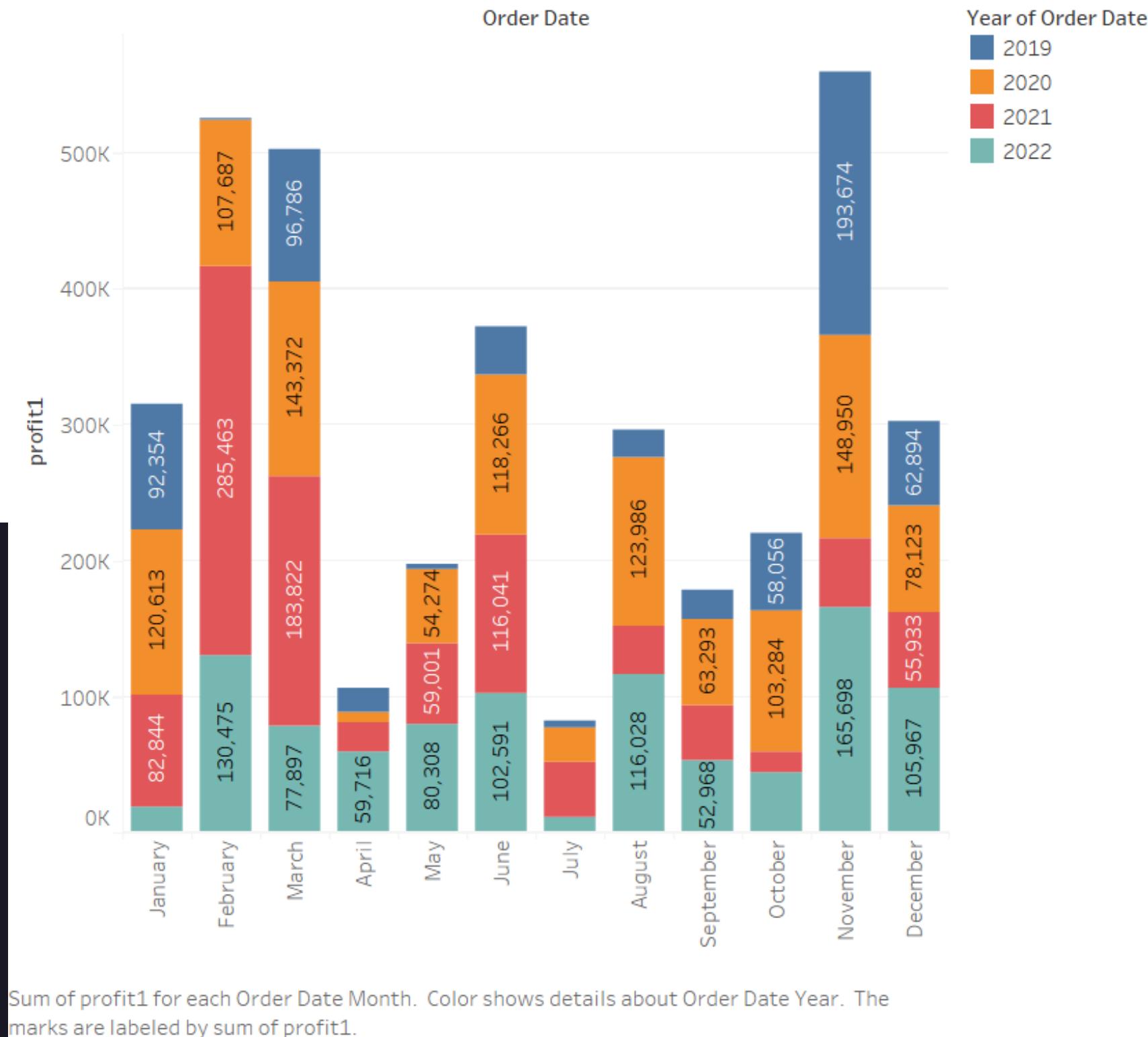
- There is neither positive nor negative correlation between discount percentage and quantity sold of any product.

## Sales Per State



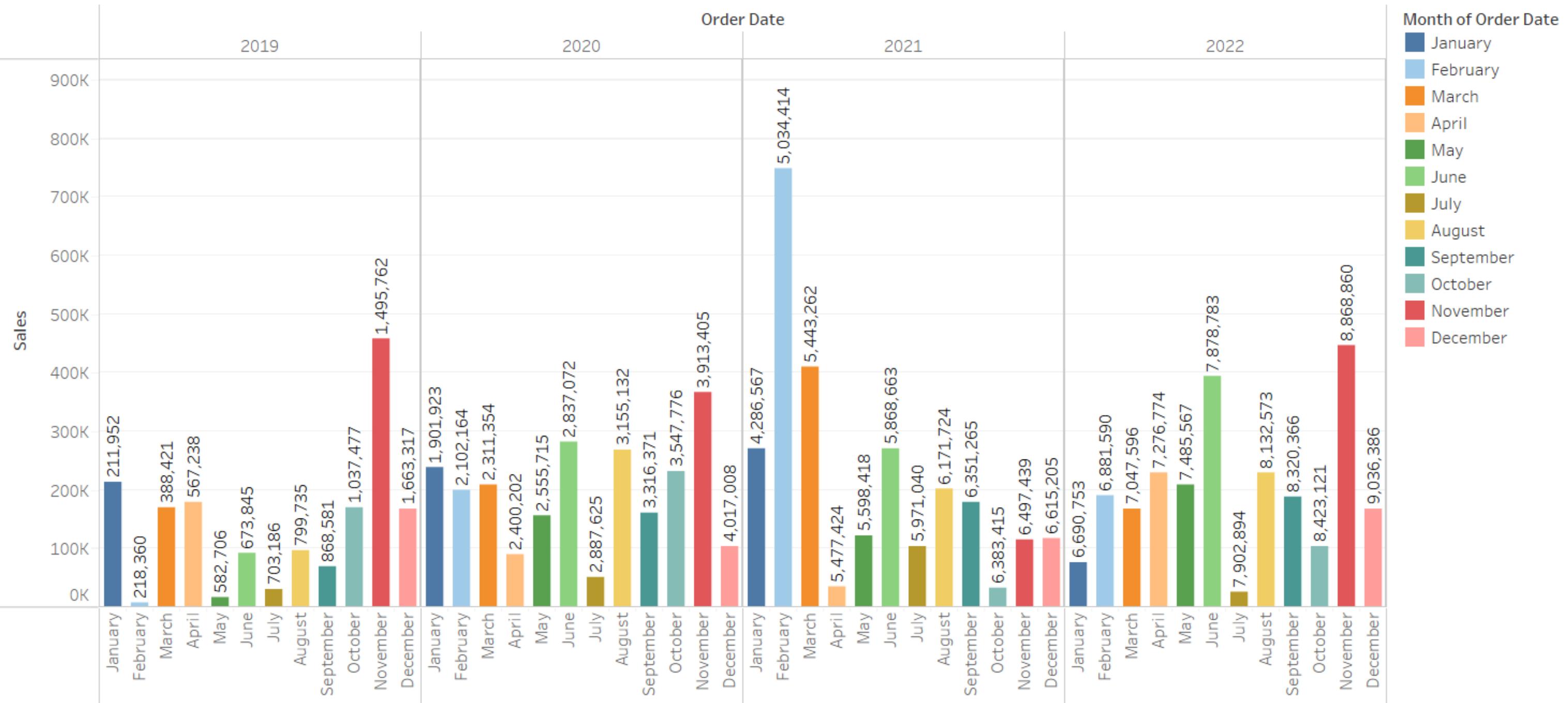
From this graph we can conclude that our maximum sales is from Île-de-France state.

## Profit Per Month



From this graph we can clearly see that November is the most beneficial month of all 4 year(s).

## Sales Per Month



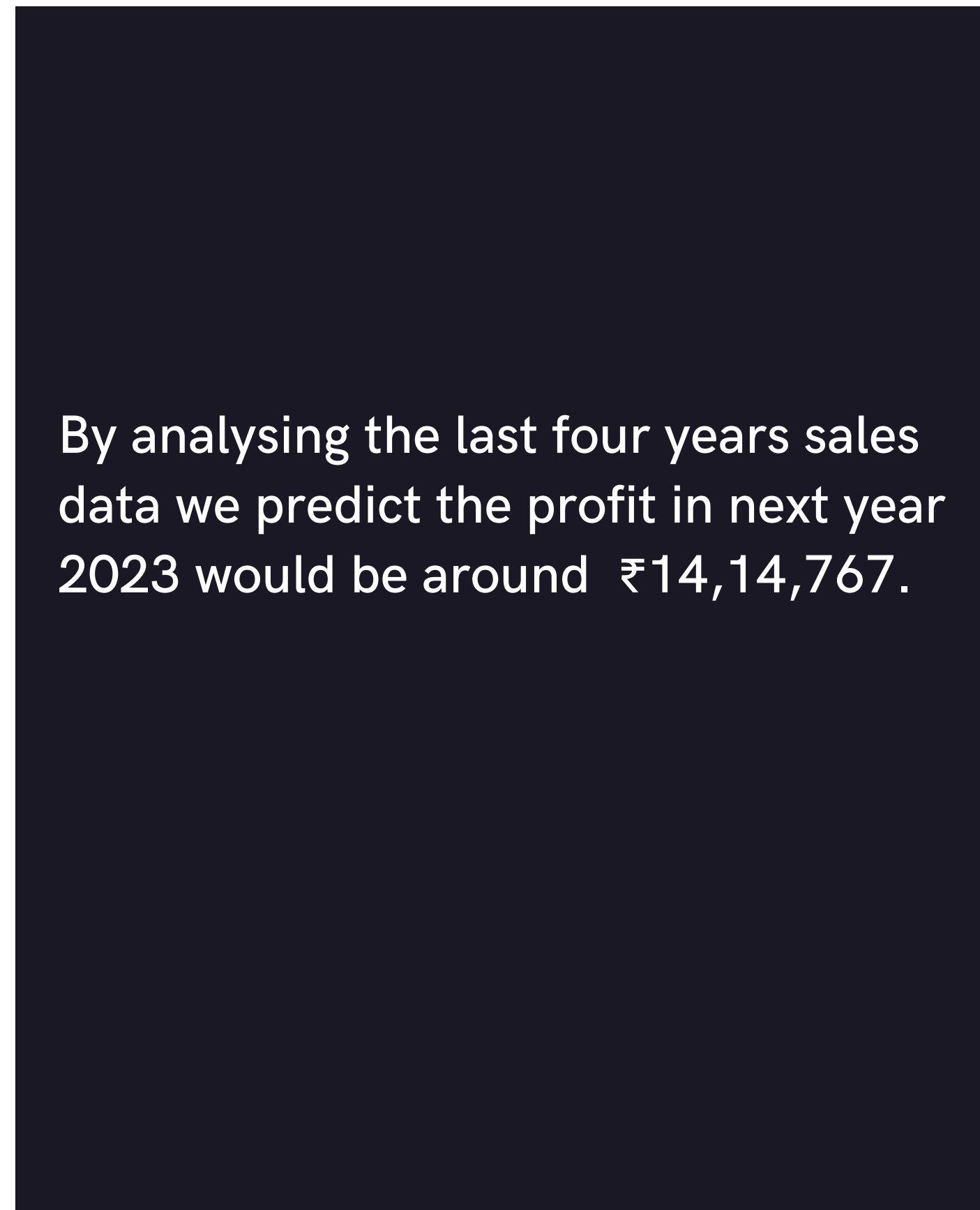
Sum of Sales for each Order Date Month broken down by Order Date Year. Color shows details about Order Date Month. The marks are labeled by Running Sum of Sales.

From this graph, the maximum average yearly sales is in the month of November.

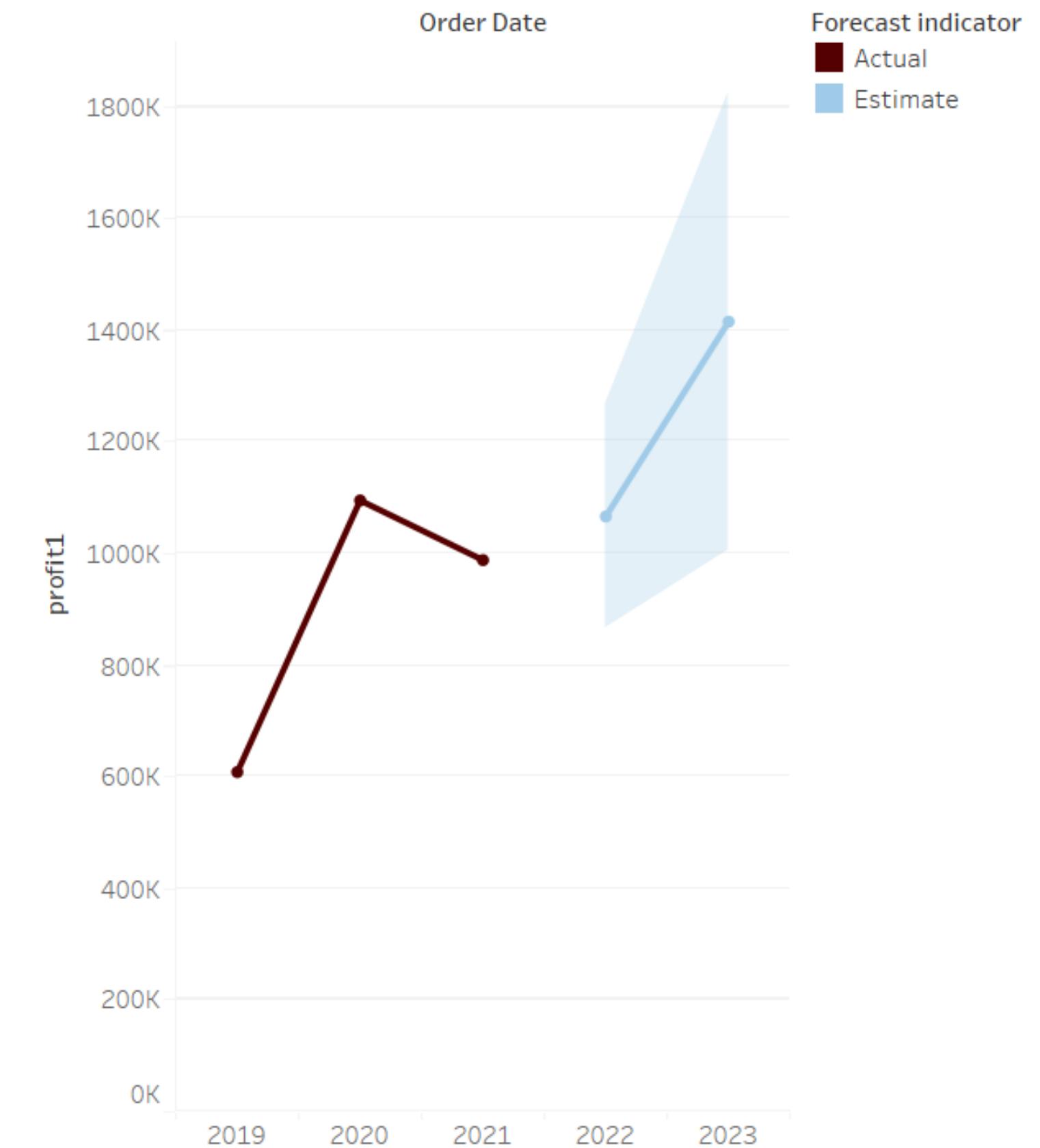
# MAIN AGENDA OF THIS PROJECT :

**SALES PREDICTION  
FOR NEXT YEAR  
(2023)**



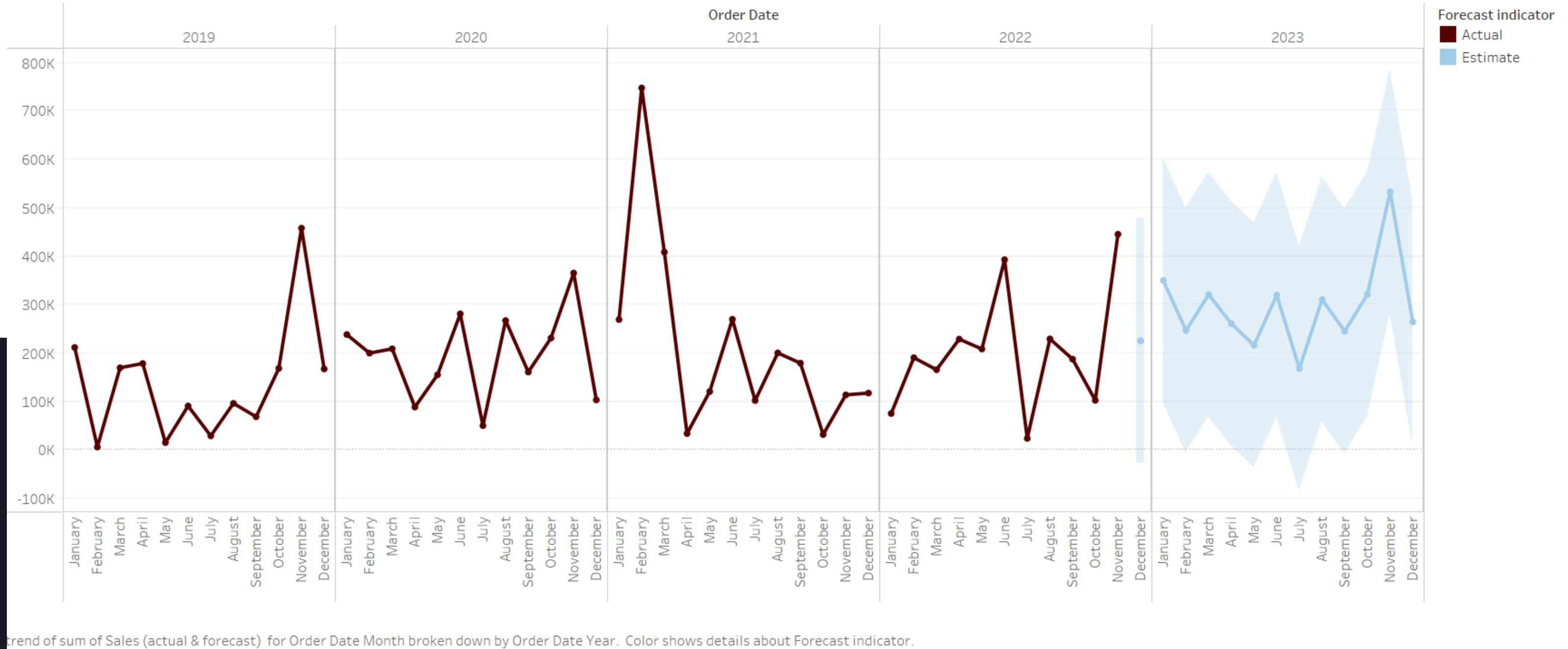


## Forecasting Of Profit In Next Year(2023)



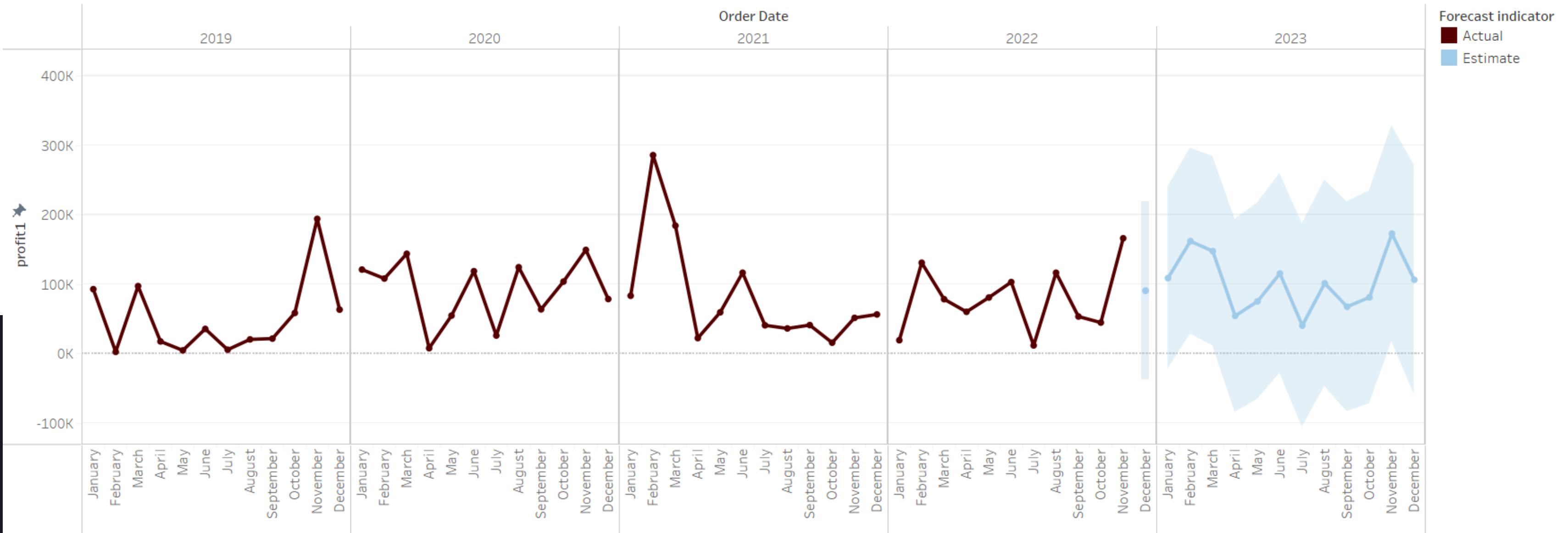
The trend of sum of profit1 (actual & forecast) for Order Date Year. Color shows details about Forecast indicator.

## Forecasting For Sales Per Month(For Year 2023)



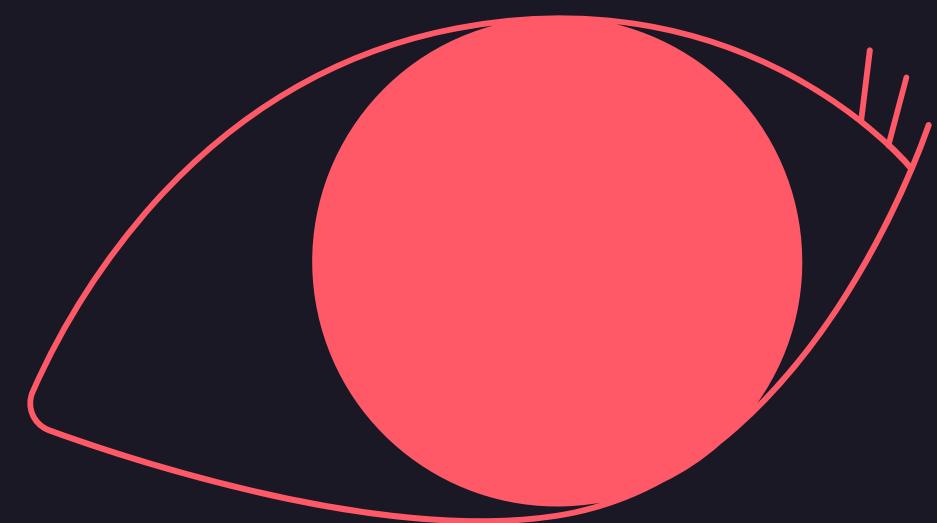
By analysing the last 4 years data we predict the sales per month for year 2023.

## Forecasting Of Profit Per Month(For year 2023)



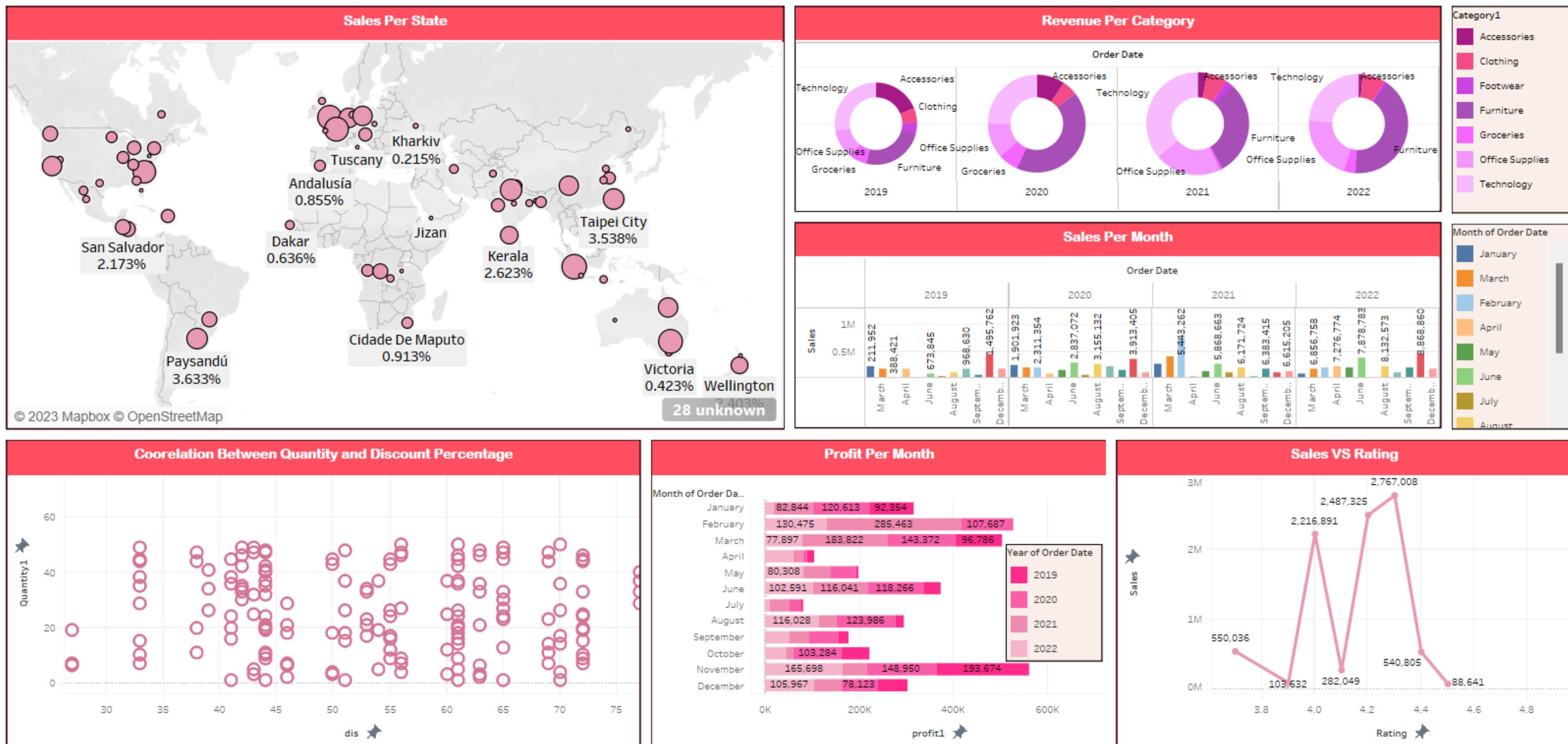
The trend of sum of profit1 (actual & forecast) for Order Date Month broken down by Order Date Year. Color shows details about Forecast indicator.

By analysing the last 4 years data we predict the profit per month for year 2023.



OUR DASHBOARDS ➔

# SALES ANALYTICS AND FORECAST DASHBOARD



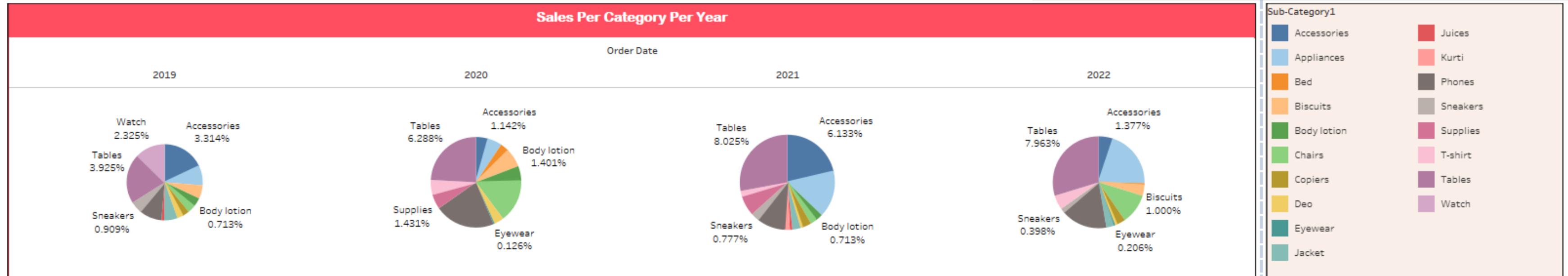
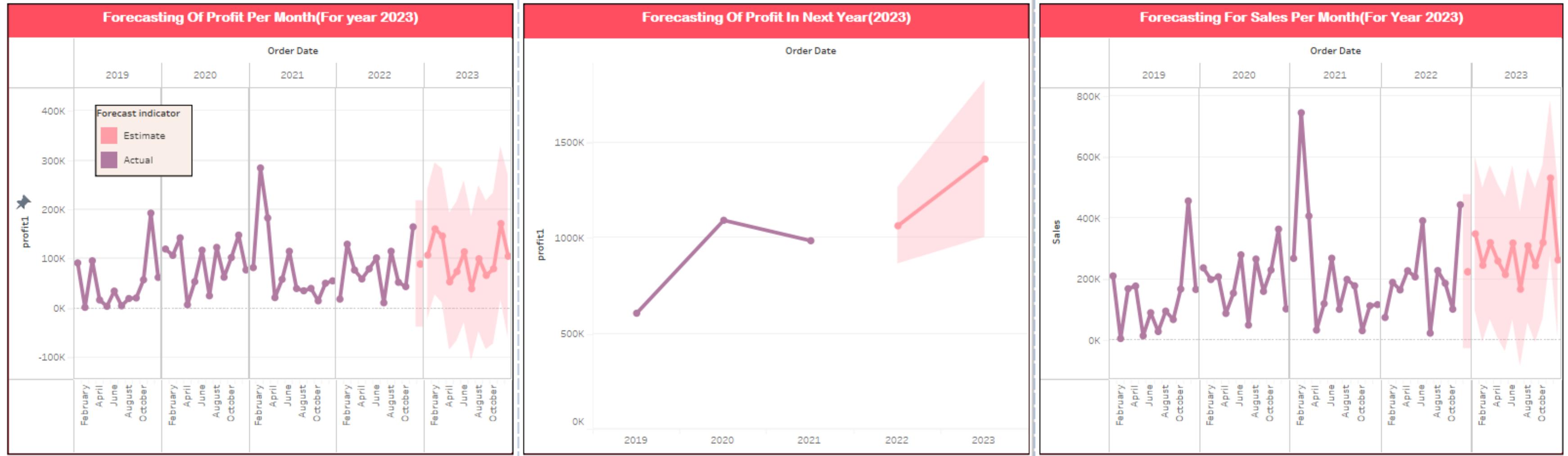
**Category1**

- Accessories
- Clothing
- Footwear
- Furniture
- Groceries
- Office Supplies
- Technology

**Month of Order Date**

- January
- March
- February
- April
- May
- June
- July
- August

# SALES ANALYTICS AND FORECAST DASHBOARD





# THANK YOU

Chinmay Agrawal (2021KUCP1096)

Sojal Agrawal (2021KUCP1099)

Nikhil Dayma (2021KUCP1075)

Prathmesh Vitthal (2021KUCP1092)