Data understanding:

Data of Daniyamx enterprise sales from 2023 – 2024 (2024 has only January sales).

Dataset has 14 columns and 1000 rows.

Introduction:

Businesses has different roles, but the most crucial one is, making sure customers has the most reliable satisfaction and benefit. The better a business satisfaction the more reliable and successful it will, and to achieve this, businesses must run background checks to ensure they meet their goal and target. This report analyses the impact of price change on quantity of goods sold by Daniyamx enterprise as at 2023 – 2024. Specifically, it shows how the change in price affected the sales.

Problem statement:

They have been concerns by the manager of Daniyamx enterprise regarding the impact of prices on sales, this report aims at examining the relationship between price increase and product sold.

Objective:

To gain insight into how the increase in product price affect the annual sales.

Analytics Technique:

Descriptive Analysis.

Business Benefits:

Understanding the impact of product price on sales volume will aid Daniyamx enterprise make profound decision to improve sales volume maintain a positive annual sales trend and enhance customer perception of product value.

Business Questions:

1. What are the total sales?
2. What is the total quantity of product sold?
3. What is the average age range for each product?
4. How many segments of customers?
5. How does the payment method affect the sales?
6. What are the total sales for each region?
7. What are the total number of customers?
8. What is the total sale trend?

Data Description:

- Customer ID: represent to the unique identifier for each customer
- Gender: shows the sex
- Region: described the area location of the business
- Age: shows the age for each customer
- Product Name: Shows the name of each product

- Category: represent the aspect on which each product falls.
- Unit price: shows the price of each product.
- Quantity: shows the one of product bought by each customer.
- Total price: describe the total amount paid for products bought by each customer.
- Shipping fee: Shows the amount paid for shipping product.
- Shipping status: represent three factors (Returned, Delivered and In Transit)
- Order date: shows order date
- Payment method: Represent the method for payment (Credit card, PayPal and payment on delivery).
- Customer Segment: Shows Customers segment in three part (First Time Customers, Frequent Customers and Season Customers).

Data Preparation:

Data cleaning: Power Query.

Visualization: Micro-Excel.

Findings:

- Price regulation on customer segment: As the price remain on unchanged, the is high level of increase in customer segment as they are much number of first-time customers, and as the number grows there is much increase in sales.
- Payment method on sales: Having three simple method of payment which are PayPal, credit card and pay on delivery, many customers don't like paying on delivery as it may delay goods delivery, and the PayPal is easier to pay customers turn to use it more than any other method thereby enhancing good sales in the company.

In conclusion the analysis at Daniyamx Enterprise product sales from 202 to 2024 reveal that they were very low sale in 2024 because the sales record in that was only for January.

Recommendation:

To enhance and improve sales, Daniyamx Enterprise should consider monitoring sales performance at region level, making that some of the product that were not purchased at other region should be regulated, finding ways to increase customer value perception, such as offering promotion, can also help enhance sales value and maintain good customer relationship.