INTRODUCTION

This report provides an in-depth analysis of sales dataset to gain insights into product performance, customer trends, and sales patterns. The purpose of this analysis is to gain insights into customer purchase, key trends and insights that can inform business decisions.

OBJECTIVES

The primary objectives of this analysis are:

Product Performance:

- Identify the top-selling products and their sales trends.
- Analyze the distribution of product purchases across different countries.

Sales Trends:

- Track the monthly sales performance of each product category.
- Examine the overall sales performance over time.

Customer Behavior:

- Analyze the purchasing patterns of customers across different countries.

DATA DESCRIPTION

The dataset consists of **213 rows** and **6 columns**, structured as follows:

- **Order ID**: A unique identifier for each purchase order.
- **Products**: Lists the type of product purchased, such as *carrot, cabbage, banana, etc*.
- **Category**: Specifies whether the product belongs to the *Fruits* or *Vegetables* category.
- **Amount**: Represents the total monetary value of the order.
- **Date Purchased**: The date on which the purchase was made.
- **Country**: Indicates the country where the purchase occurred.

This dataset provides a comprehensive view of purchase transactions involving fruits and vegetables.

METHODOGY

Data Sources: Customer database, sales transactions, and product information

Data Analysis tools: Excel, Pivot tables and charts were created to visualize the data and identify trends.

Statistical methods: Descriptive statistics

KEY INSIGHTS

- The top-selling product is Banana, accounting for $340,295 and Mango, the least-selling product with $57,079 of the total sales. This suggests Banana as the top-performing product.

- Product Distribution across Countries: United States ranked first with 57 of total purchase count whereas New Zealand ranked lowest with 14 of total purchase count. This is indicative that United States is the largest market.

- Category Sales Analysis by Country: United States generated the highest revenue accounting for $267,133 whereas New Zealand generated the lowest revenue $66782 of the total revenue generated.

- May recorded the highest sales with $203,339 whereas June recorded the lowest sales with $51,600. Sales trend increases towards December. This suggests May as the strongest sales month.

- Monthly Sales Performance by Category: Sales fluctuated throughout the year, with peak and dip in May and April respectively. A total of $203,339 and $49,474 was accumulated in May and April respectively.

- Category Performance: The "Fruits" category consistently outperformed "Vegetables" category.

RECOMMENDATIONS

- Increase production and marketing efforts for banana and fruits.
- Expand business operations in the United States to further penetrate these markets.
- Develop targeted marketing campaigns for May and December.
- Implement strategies to maintain sales momentum during off-peak month (April).
- Analyze and address factors contributing to low sales in February and October.
- Implement a robust data analytics system to track performance metrics.

CONCLUSION

By leveraging data visualization and analysis, we have gained valuable insights into the sales performance of different products, customer behaviour, and overall sales trends. These insights can be used to optimize product offerings, target specific markets, and improve sales strategies.