Store Sales Performance Report (2015-2018)

# Introduction

This report aims to provide a comprehensive analysis of the sales data from January 2015 to December 2018. The dataset includes detailed information about orders, customers, and products, allowing for an in-depth examination of sales trends across different regions, categories, and time periods. The insights gained from this report will help identify areas of strength and opportunities for future growth, as well as guide strategic decisions regarding product offerings, regional focus, and sales forecasting.

# 1. Data Overview

**The dataset used for this analysis contains 9,789 records and 18 columns, capturing essential information such as:-**

* Order Details: Order ID, Order Date, Ship Date, and Ship Mode.
* Customer Information: Customer Name, Segment, and Region.
* Product Information: Category, Sub-Category, and Product Name.
* Performance Metrics: Sales, Shipment Days, Year, and Month.

This data spans a period of four years, providing a rich source for analyzing trends in sales performance across different categories and regions.

# 2. Key Performance Metrics

**2.1 Total Sales**

The total sales generated over the period were $2,250,816, with a total of 4,916 unique orders.

**2.2 Top Categories**

The Technology category led all others in sales, followed by Furniture and Office Supplies.

**2.3 Regional Performance**

The West region recorded the highest sales, driven by cities like New York City and Los Angeles.

**2.4 Time Range**

The data covers orders from January 2, 2015 to December 30, 2018, allowing for trend analysis over this period.

**2.5 Top 5 Cities by Sales:**

New York City: $252,490

Los Angeles: $173,426

Seattle: $116,117

San Francisco: $109,061

Philadelphia: $108,733

# 3. Detailed Analysis

**3.1 Sales by Category:-**

Technology emerged as the leading category, with significant contributions from products such as laptops, office technology, and related accessories.

Furniture and Office Supplies followed closely behind, making up a substantial portion of the overall sales.

**3.2 Sales by Region**

The West region dominated sales, thanks in part to its major cities, especially New York City and Los Angeles. These cities contributed significantly to the total revenue, while other regions, such as Central, showed weaker performance.

**3.3 Sales by Time Period**

Sales trends indicate a clear rise in revenue during the last quarter of each year, particularly in October through December, which aligns with holiday shopping seasons. This period typically sees an increase in consumer spending, contributing to higher sales figures.

**3.4 Shipment Performance**

The average shipment days varied by region, with more distant regions experiencing longer shipping times. However, most shipments fell within a reasonable time frame, with average shipment days around 5-7 days.

# 4. Forecasting & Future Insights

Using the historical sales data, forecasting models like ARIMA and Prophet can predict future sales trends. Key predictions include:

Continued growth in Technology and Office Supplies categories.

The West region is expected to remain the top-performing region, with significant sales coming from cities like New York and Los Angeles.

Holiday seasons will continue to be critical for maximizing revenue, with increased marketing efforts recommended during these periods.

# 5. Conclusions and Recommendations

**1-Expand Technology Product Offerings:**

The high demand for technology products suggests expanding the product range in this category could further boost sales.

**2-Focus on High-Performing Regions:**

Regions like the West, with cities such as New York and Los Angeles, offer strong potential for continued growth. Increasing inventory and marketing in these regions could yield higher returns.

**3-Optimize for Peak Sales Periods:**

With clear sales peaks during the holiday season (October-December), the company should focus on optimizing its marketing and supply chain strategies during this period to capitalize on the increased consumer demand.

**4-Improve Performance in Underperforming Regions:**

Regions like the Central have untapped potential. Investing in targeted marketing and improving product availability in these areas could help balance regional sales distribution.