

NORTH WINDES SALES ANALYSIS

COLUMNS NAMES:

- **RefID:** Reference ID for each entry.
- **OrderID:** ID of the order.
- **OrderDate:** Date when the order was placed.
- **ProductID:** ID of the product being ordered.
- **SellPrice:** Selling price of the product.
- **Quantity:** Quantity of the product ordered.
- **SaleDiscount:** Discount applied to the sale.
- **CustomerID:** ID of the customer placing the order.
- **EmployeeID:** ID of the employee responsible for the order.
- **RequiredDate:** Date by which the order is required.
- **ShippedDate:** Date when the order was shipped.
- **ShipVia:** Shipping method used.
- **ShipperName:** Name of the shipping company.
- **CompanyName:** Name of the customer's company.
- **ContactName:** Name of the contact person.
- **City:** City of the customer.
- **Country:** Country of the customer.
- **ProductName:** Name of the product.
- **SupplierID:** ID of the supplier providing the product.
- **SupplierName:** Name of the supplier.
- **CategoryID:** ID of the product category.
- **CategoryName:** Name of the product category.
- **QuantityPerUnit:** Quantity per unit of the product.
- **CostPrice:** Cost price of the product.
- **CostDiscount:** Discount applied to the cost.
- **UnitsInStock:** Number of units in stock.
- **UnitsOnOrder:** Number of units on order.
- **ReorderLevel:** Reorder level for the product.
- **Discontinued:** Indicates if the product is discontinued.
- **LastName:** Last name of the employee.
- **FirstName:** First name of the employee.
- **Title:** Title or position of the employee.

KEY PIONTS:

1. Sales Performance Analysis:

- The total revenue generated from the sales data?
- Product has the highest total sales revenue?
- Employee has contributed the most to total sales?

2. Discount Analysis:

- The average discount percentage applied to sales
- Is there a correlation between higher discounts and larger quantities ordered
- Discounts affect the overall profitability of sales

3. Inventory Analysis:

- The average and total quantity of products in stock and on order
- Are there products with low stock levels that need reordering
- The reorder level compare to the average quantity sold

4. Shipping Analysis:

- Shipping method (ShipVia) is the most commonly used
- Correlation between shipping method and order delivery times
- orders shipped on time (ShippedDate vs. RequiredDate)

5. Employee Performance Analysis:

- Employee has the highest number of sales
- Different employees compare in terms of average order value
- Employees consistently missing shipment deadlines

6. Product Category Analysis:

- Product category has the highest sales volume and revenue
- Correlations between product categories and discounts
- Different product categories contribute to overall profitability

7. Customer Analysis:

- The top customers in terms of total spending?
- Customers place orders, and what is the average order size
- The patterns in customer locations and preferred shipping methods

8. Product Performance Analysis:

- Products have the highest and lowest profit margins?
- Products that are consistently sold with high discounts
- Product costs and discounts impact overall profitability

PIVOT TEBEL:

- Ordered units vs units in stock
- High Demanded Cotegories
- Categories wise reorder level
- Sale Discount Products
- Month Wise ShipVia
- Top 10 Discount Products
- Month wise oders

CONCLUSION:

analyzing this dataset provides valuable insights into various aspects of the company's operations. By optimizing sales strategies, managing inventory efficiently, monitoring employee performance, and understanding customer preferences, the company can make informed decisions to enhance profitability, customer satisfaction, and overall success. Further detailed analysis and follow-up actions are necessary to maximize the benefits derived from this dataset.