

Data Analysis Using Excel

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Data Overview

The dataset is fictional data provided by Bank Muamalat for Virtual Internship Program Rakamin Academy.

- It contains **sales data** from a company that sells products such as robots, robot kits, drones, drones kits, blueprints, e-books, and training videos.
- Data from 2020 to 2021.
- There are four tables that will be used in this analysis:

Orders

3339

Customers

2123

**Products
Category**

7

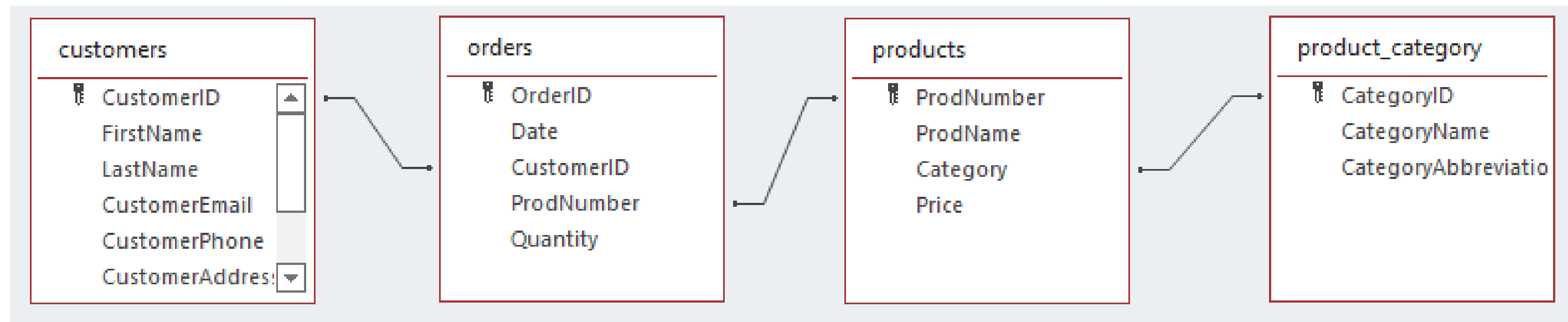
Products

70

Objective-- Analyze sales data for two years to get an insight of the data and to provide best recommendation for the business

Data Preparation

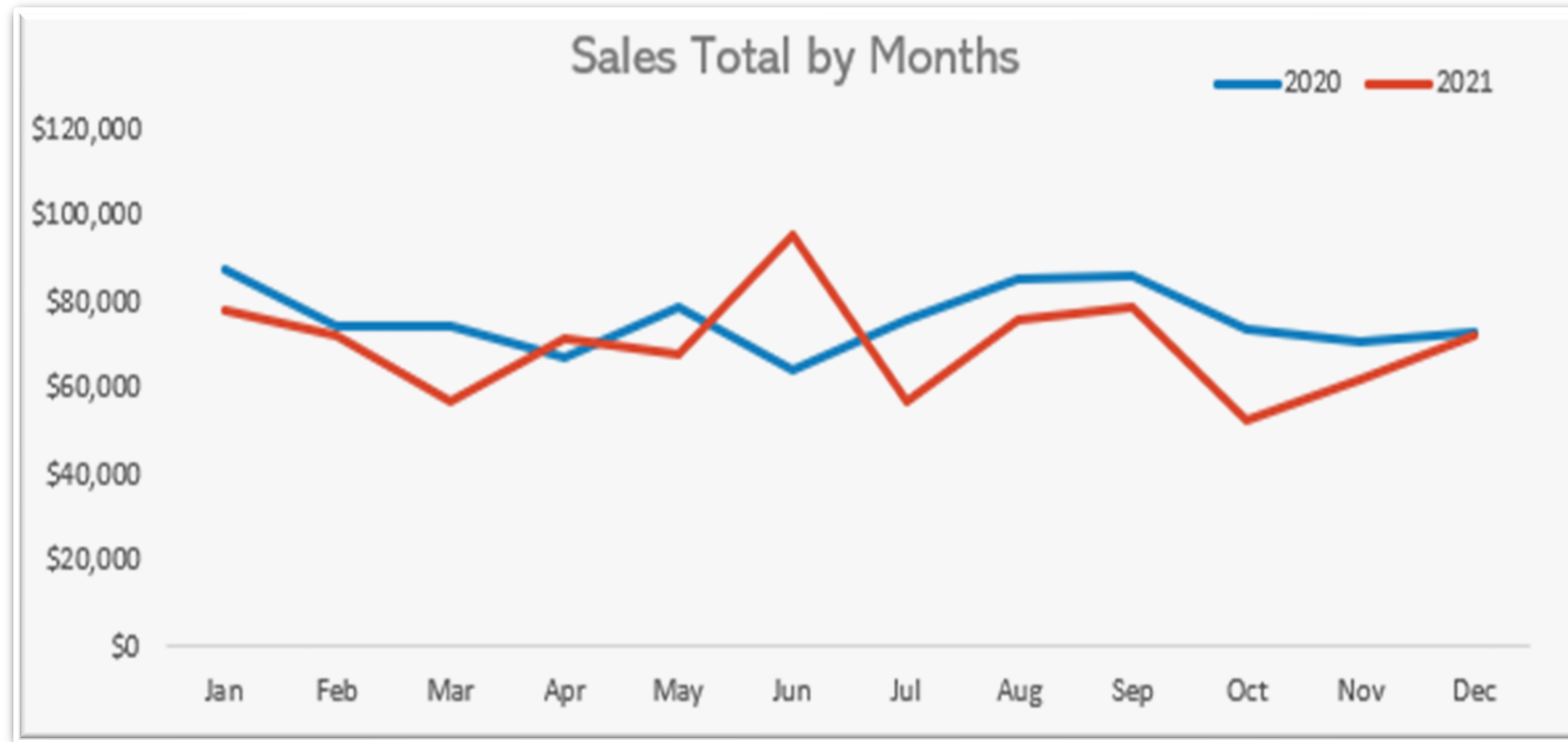
- Relationship Tables



- Join tables using power query
For the detail process can check on my medium:
<https://medium.com/@fitriakurniasari8/join-tables-in-excel-with-power-query-a85a7a7258ec>

Point of Analysis

What were the sales trends in 2020 and 2021?

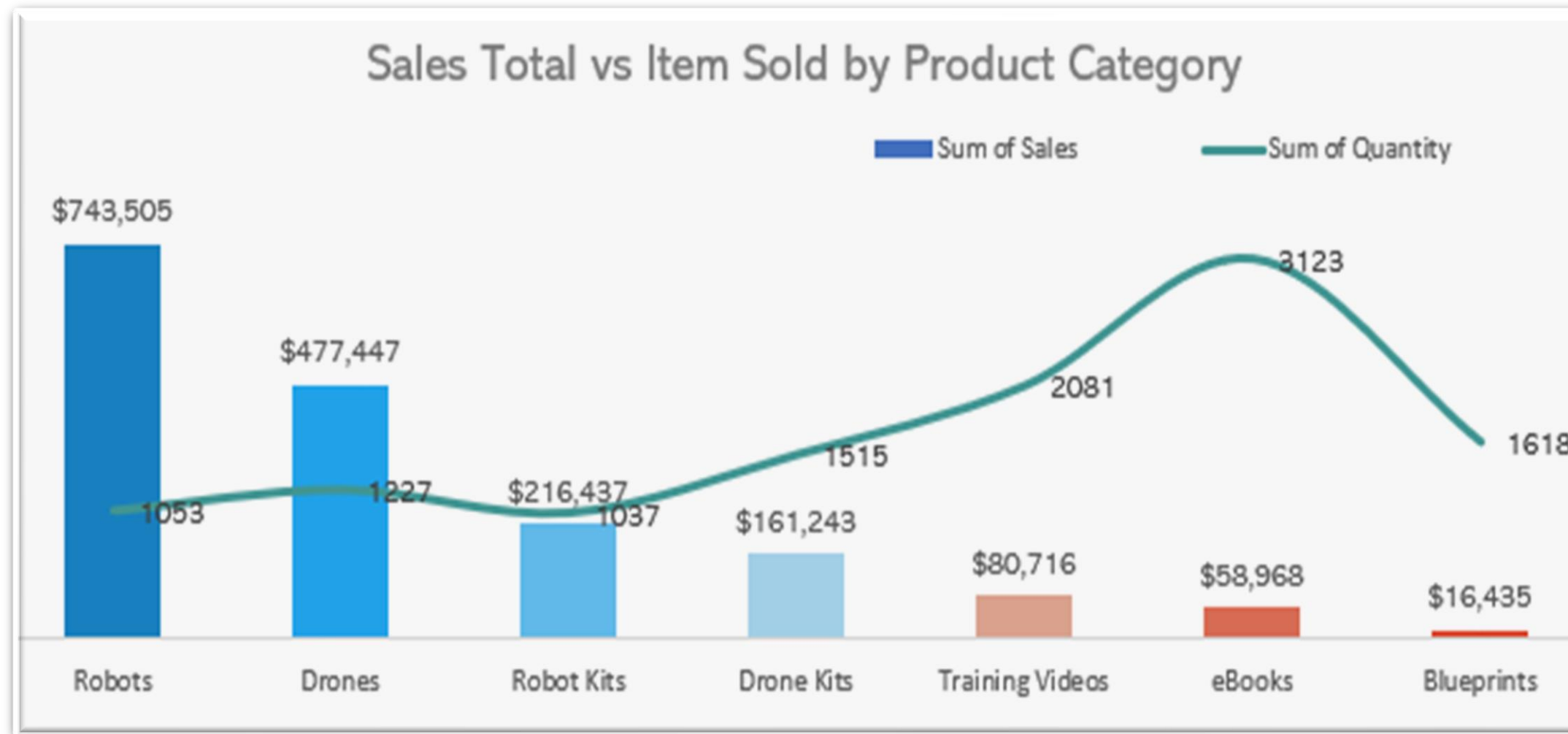


The total sales for 2 years have almost the same trend, except from April to July.

In 2021, total monthly sales mostly decreased.

Point of Analysis

Which product category has the most total sales and sold products?



- **Robots** has the most total sales.
- Despite **E-books** has low total sales, it is the most sold product.

Point of Analysis

Top 10 and Bottom 10 Sales Products

Product Name	Total Sales
MICR-23K Robot	\$ 157,325
RWW-75 Robot	\$ 120,971
RLK-9920 Robot	\$ 120,927
RQTE-554 Robot	\$ 116,280
RCB-889 Robot	\$ 114,192
RXW-9807 Robot	\$ 113,810
DTI-84 Drone	\$ 105,105
MICR-564K Drone	\$ 86,327
DTD-7000 Drone	\$ 76,950
DA-SA702 Drone	\$ 67,830

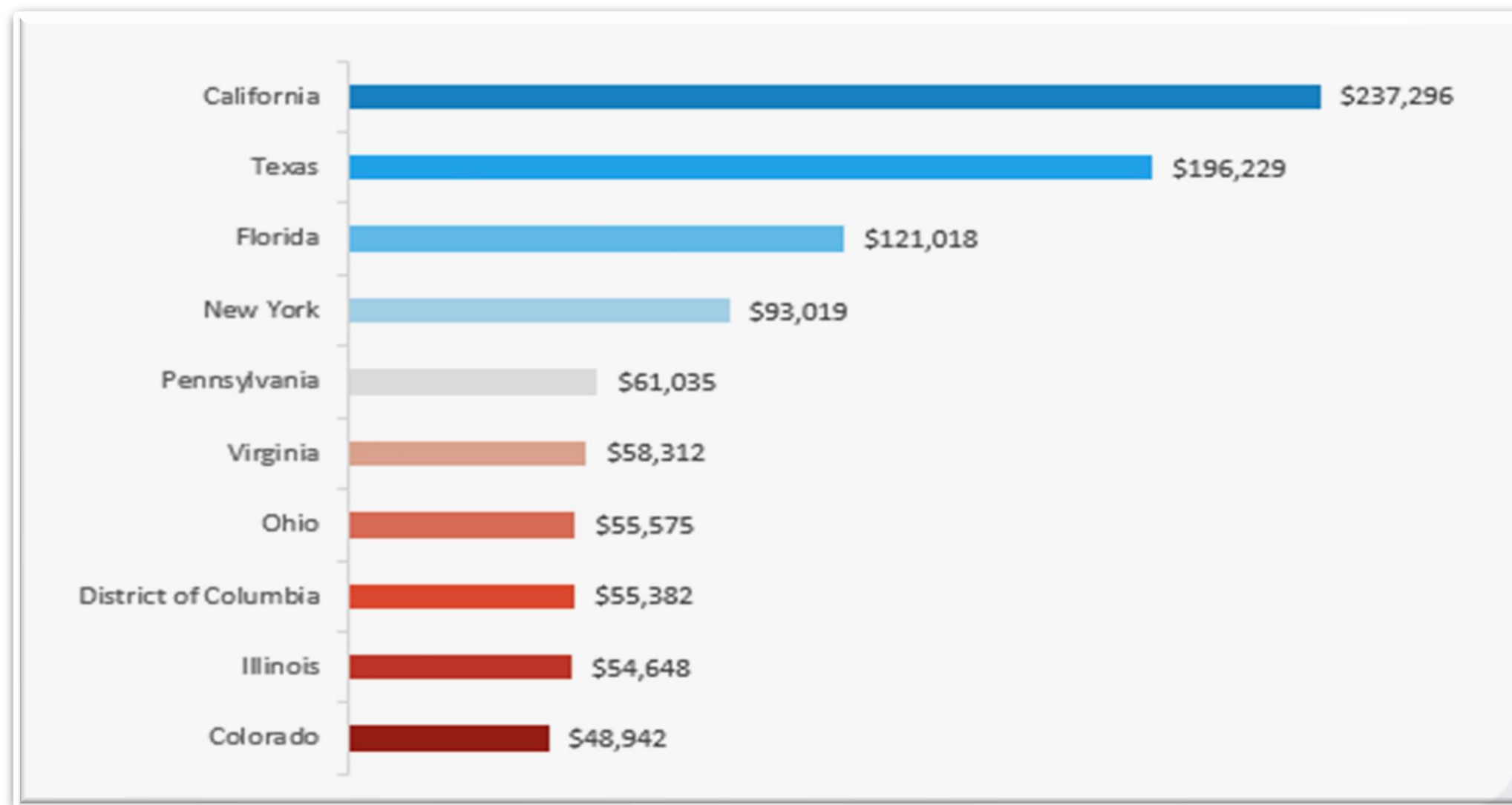
MICR-23 Robot is robots' product with the highest total sales.

Product Name	Total Sales
Ladybug Robot Blueprint	\$ 2,244
Creature Robot Arms Blueprint	\$ 2,184
Fixed Wing Drones	\$ 2,170
Single Rotor Drones	\$ 1,934
QuadroCopter Blueprint	\$ 1,923
All Eyes Drone Blueprint	\$ 1,598
Hexacopter Drone Blueprint	\$ 1,456
Bsquare Robot Blueprint	\$ 1,402
Panda Robot Blueprint	\$ 1,246
Cat Robot Blueprint	\$ 639

Cat Robot Blueprint is blueprints' product with the lowest total sales.

Point of Analysis

Top 10 Sales State



California is the state with the most total sales.

Insight & Recommendation

In 2021, **total monthly sales** and **total item sold** mostly **decreased** from the previous year. But, In April and June total sales increase significantly.

- **Research** about **trends/phenomena/promotions** in that month and year that causes an increase in sales. Then, **develop marketing strategy** to increase sales.

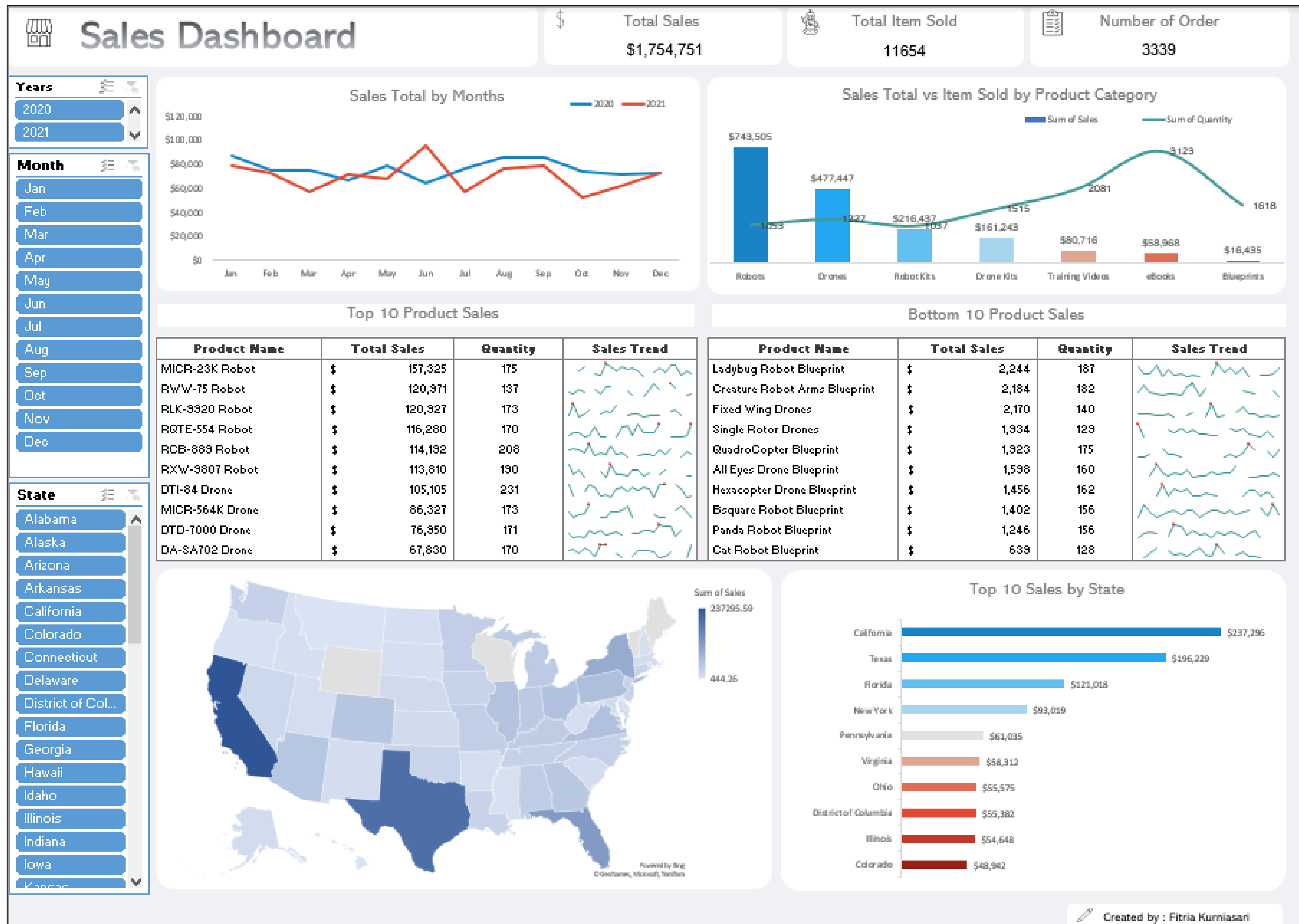
Robots has the most total sales. **E-books** and **Blueprints** has low total sales, but they has the most sold product.

- Try to **increase price** for **E-book's** and **Blueprints** product category.
- Considering a sales strategy by **providing bundle packages**.

California, Texas, Florida is the top 3 states with the most total sales.

- Pay attention to these states. Make sure stock items are available.

Dashboard Excel



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