

MARTIN FRANCOIS EYANGO

01

EXPRESSMART SALES DATA TRANSFORMATION PROJECT



ONLY QUALITY DATA

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Introduction

The ExpressMart Strategic Sales Performance Dashboard Analysis aims to optimize retail operations using data analytics. This report focuses on analysing sales data to understand purchasing behaviours and inform strategic decisions.

The dashboard integrates key data points such as geographic, time-based, and product-level sales to provide stakeholders with clear, visual insights. By centralizing data into a user-friendly format, the dashboard supports data-driven decision-making, enhancing operational efficiency and maximizing revenue growth.

Dashboard Design and Features

The dashboard was designed to give ExpressMart management an interactive view of sales trends. It covers sales performance over different timeframes, locations, and product segments, enabling better decision-making.

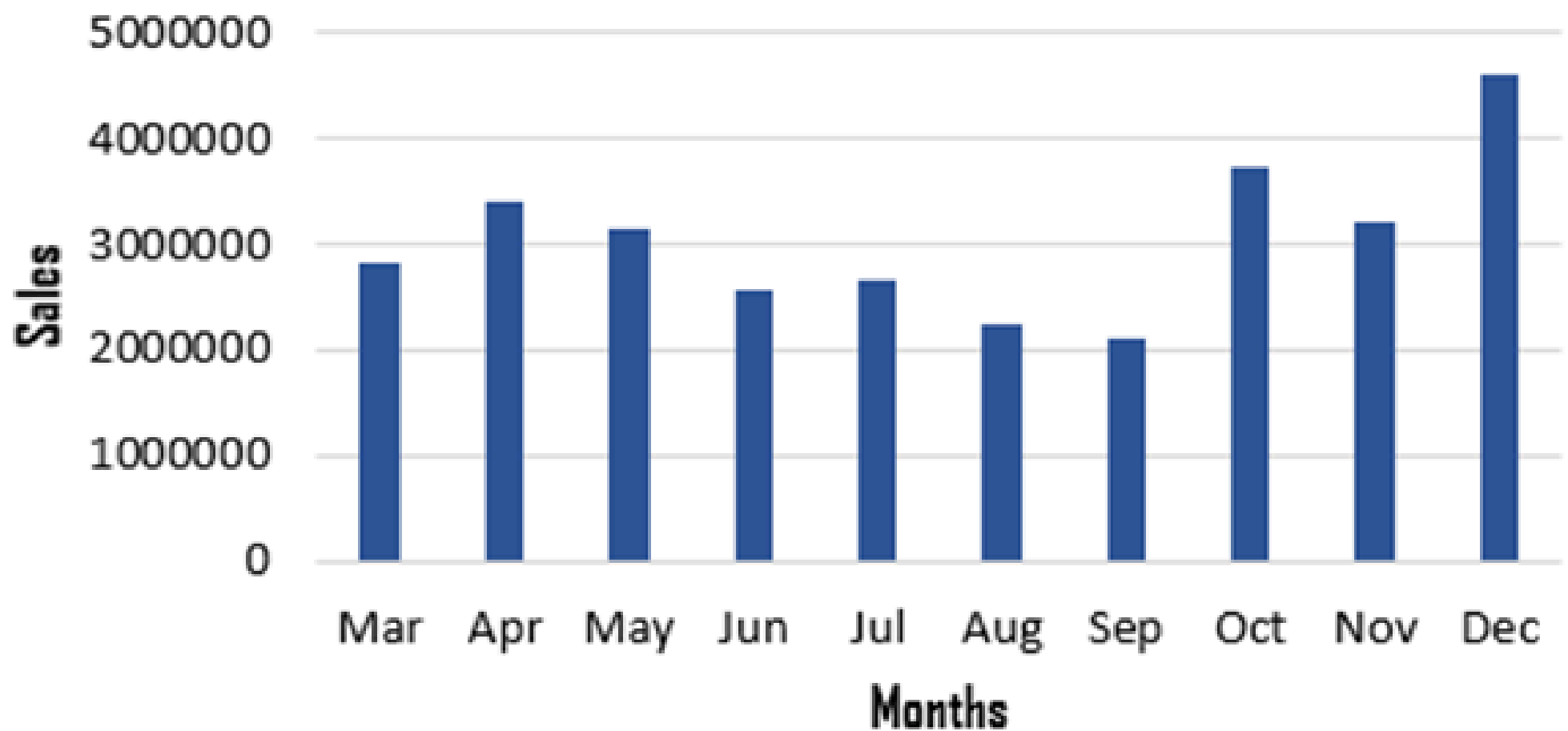


Key Insights Analysis

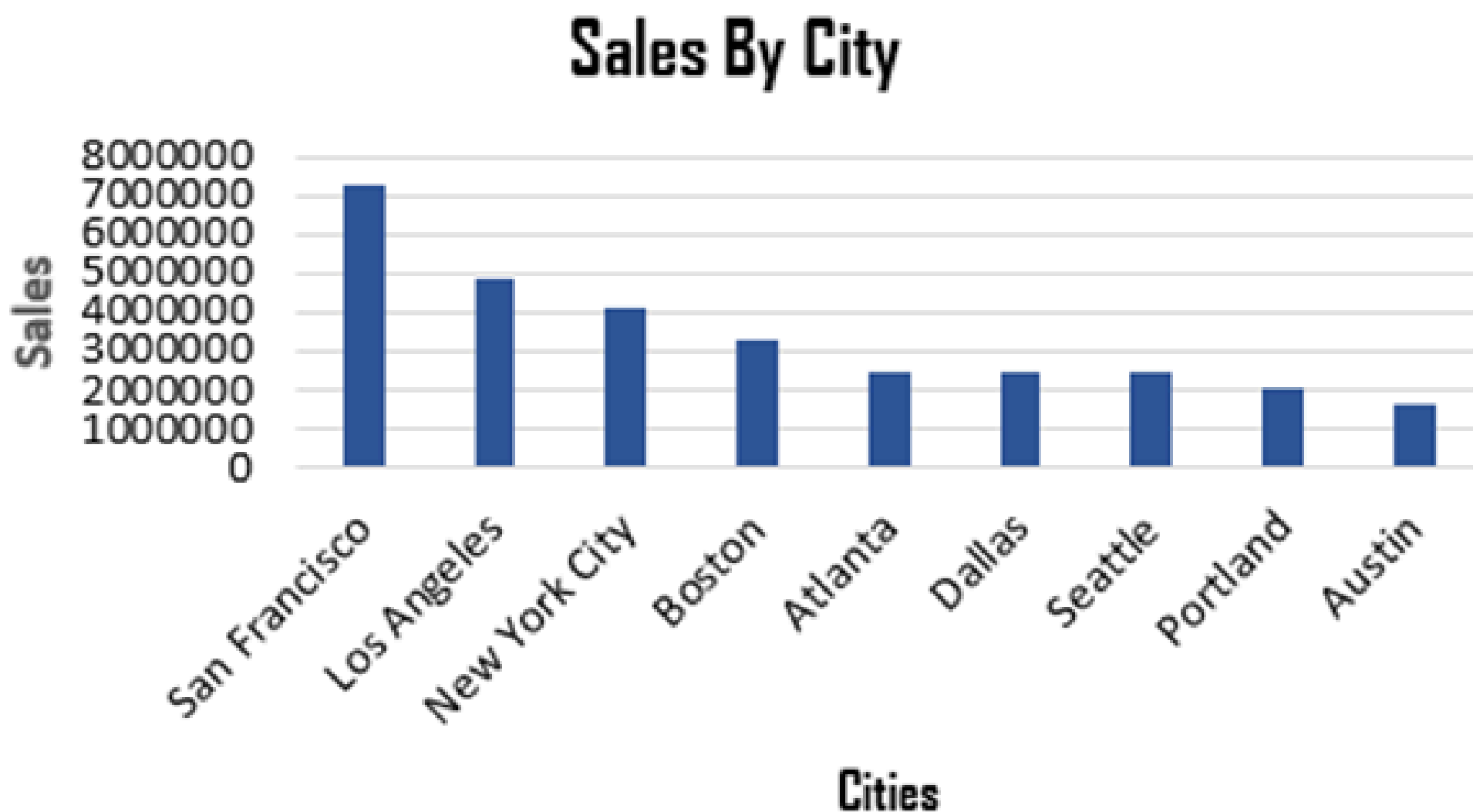
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- **Peak Sales Months:** Sales are **highest in March and December**, likely driven by special promotions or seasonal shopping.

Sales By Months

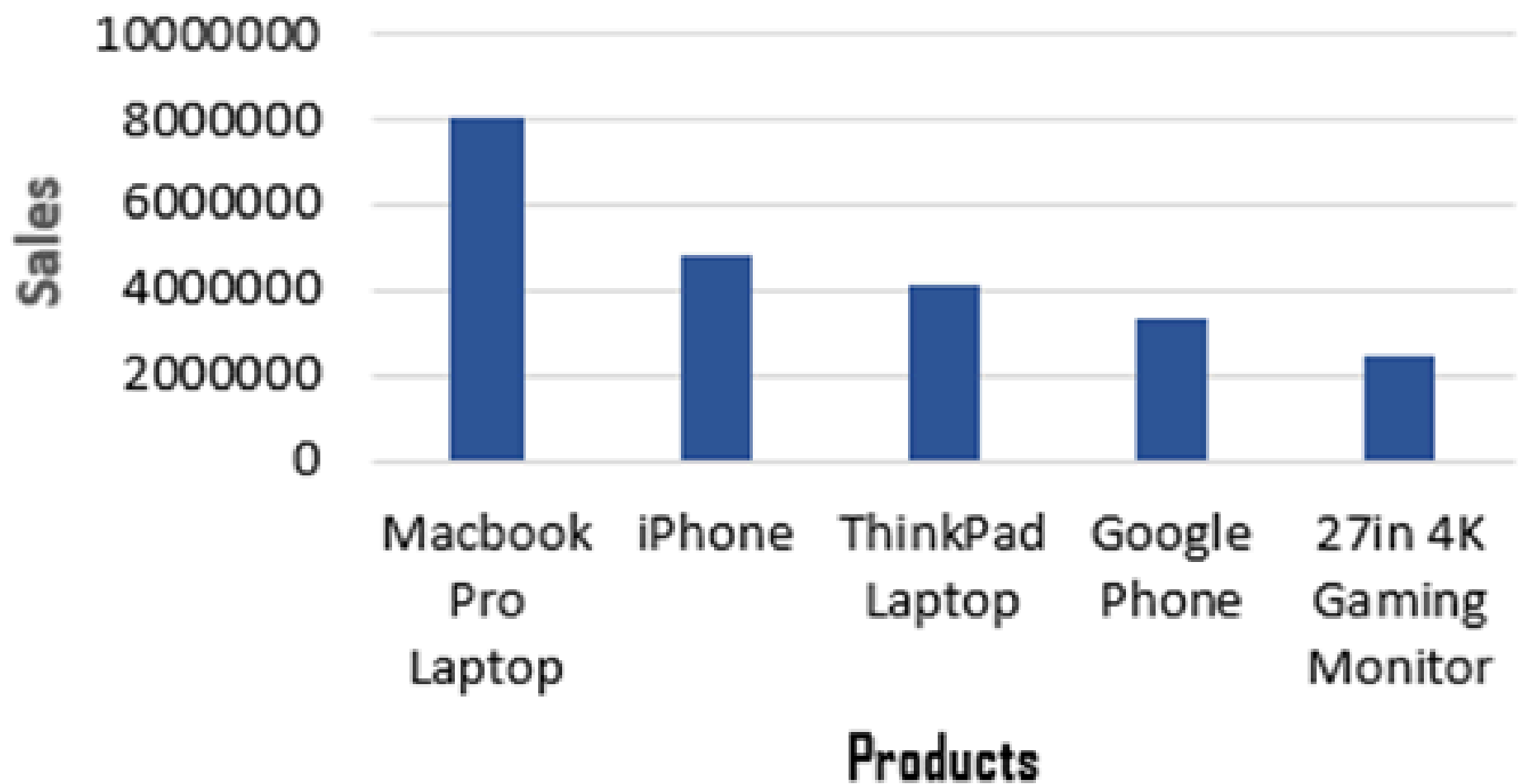


- **City-Level Analysis: San Francisco, Los Angeles, and New York City** are leading sales locations, indicating that these areas are vital markets for ExpressMart.

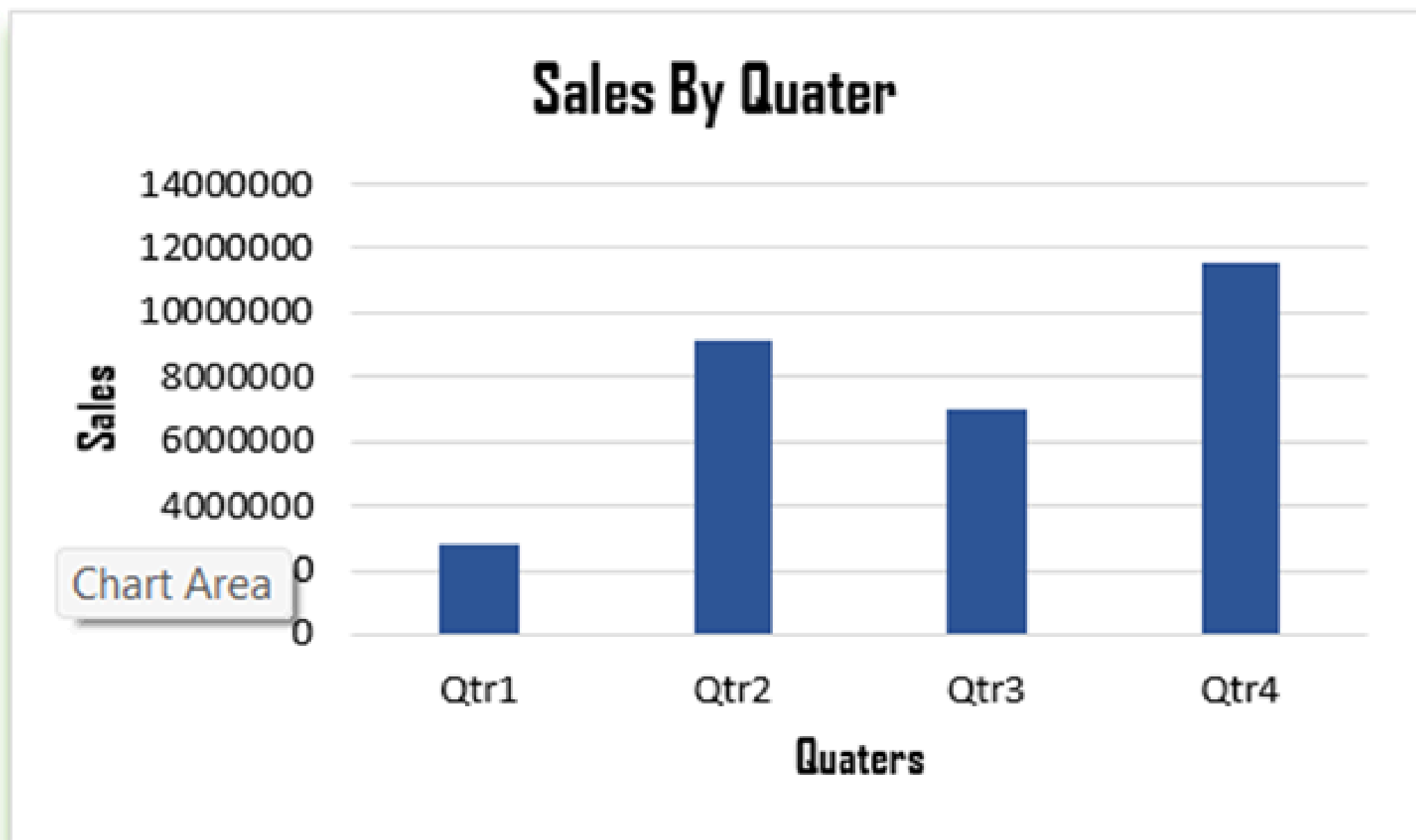


- Product Analysis: MacBook Pro Laptop outperforms all other products in sales, suggesting a strong market for high-value electronics.

Top 5 Products By Sales



- Sales trend upwards during **Qtr4**, indicating significant **holiday-driven activity**.

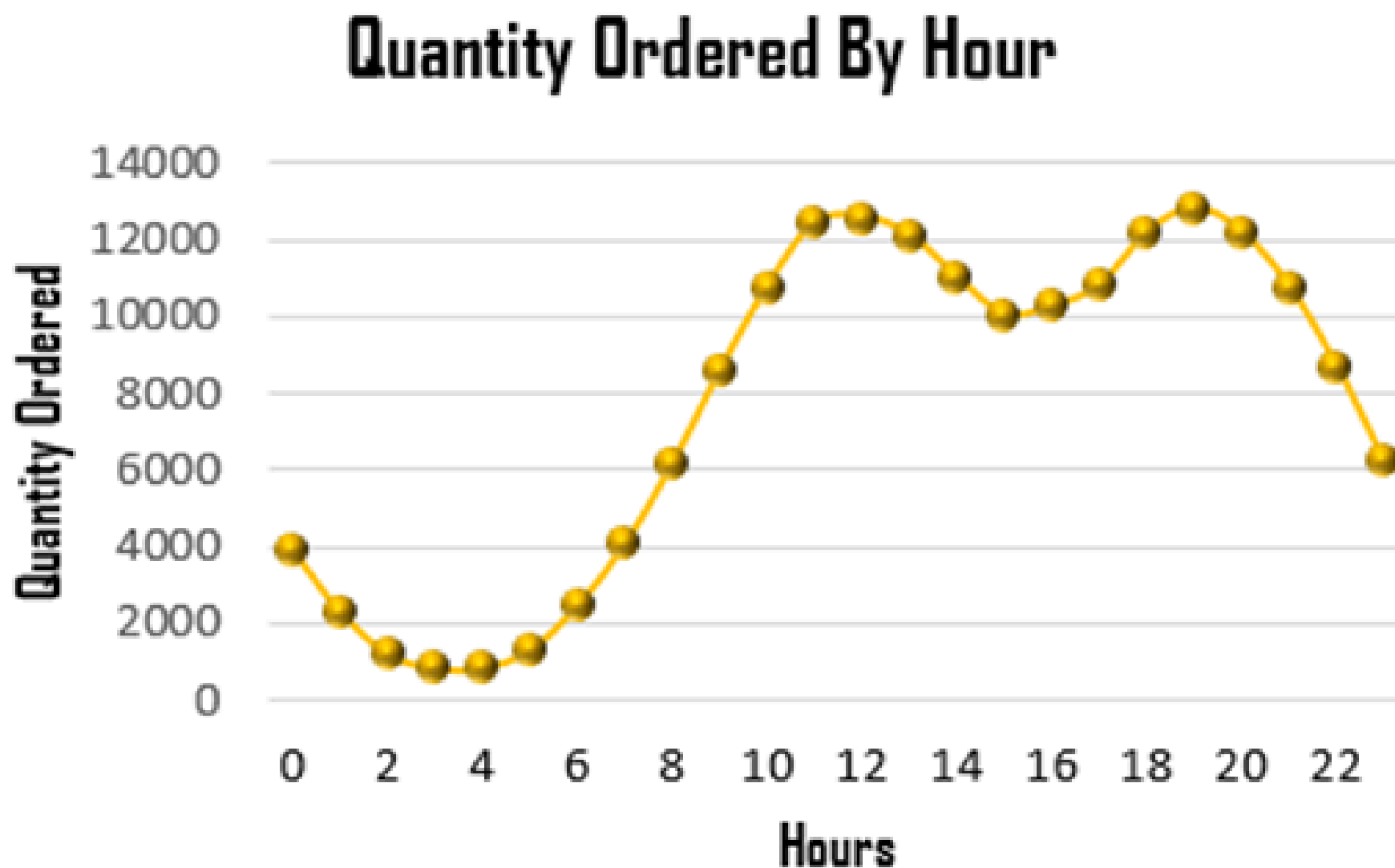


- **Evening Preference:** Customers are more likely to shop during the **PM hours**, which is a crucial detail for planning marketing and customer engagement strategies.

Sales By Period Of Day



- **Quantity Ordered by Hour:** Indicates the number of orders placed at different times of the day, with peak activity between **10 AM** and **8 PM**, suggesting high engagement during **midday**.



Implication

- The peak in Qtr4 emphasizes the need to prepare for increased inventory and marketing campaigns during the holiday season especially in December.
- The popularity of specific products, like the MacBook Pro Laptop, suggests a strategy focusing on premium electronics might yield better revenue.

Recommendations

strategies

- **Targeted Promotions in Qtr4:** Increase marketing campaigns and promotions leading up to December to take advantage of peak sales periods.
- **Focus on High-Performing Cities:** Deploy targeted promotions in San Francisco, Los Angeles, and New York City to further capture the market in these areas.
- **Inventory Planning:** Ensure sufficient inventory for high-demand products, such as the MacBook Pro Laptop, particularly during peak hours and months.

Recommendations

Improvements

- **Data Collection:** Gather more detailed customer demographic data to better understand customer preferences and target them more accurately.
- **Hourly Promotions:** Given the high order quantity between 10 AM and 8 PM, run hourly promotions or flash sales during these peak hours.

EXPRESS MART SALES PERFORMANCE

 \$34,492,035.97
Total Sales

 209079
Total Quantity

 19
Total Products

AM/PM

AM

PM

Quaters

Qtr1

Qtr2

Qtr3

Qtr4

Year

2019

2020

Month

Apr

Aug

Dec

Feb

Jan

Jul

Jun

Mar

May

Nov

Oct

Sep

Cities

Atlanta

Austin

Boston

Dallas

Los Angeles

New Yor...

Portland

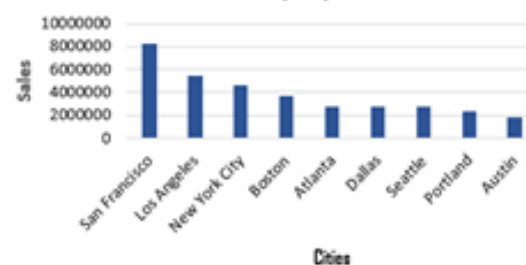
San Franc...

Seattle

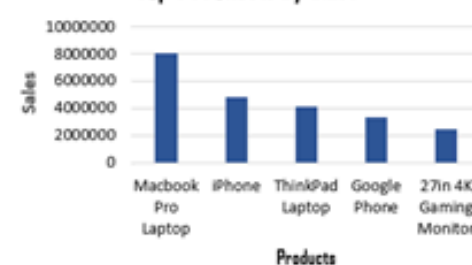
Sales By Months



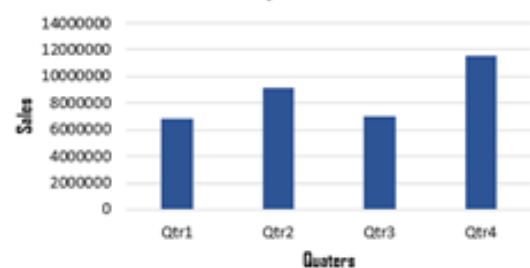
Sales By City



Top 5 Products By Sales



Sales By Quater



Sales By Period Of Day



Quantity Ordered By Hour

