

Denmark's Manufacturing Sales Analysis(2007- 2022)

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AGENDA

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Introduction

In the next few slides, we will delve into the raw data of sales in the Danish manufacturing industry, categorized by turnover type and industry type.

By analyzing this data, we aim to uncover key insights and trends that can help us better understand the performance and dynamics of the manufacturing sector in Denmark.

Let's begin our journey into the analysing of Danish manufacturing sales data, exploring both turnover and industry aspects.

Data Overview

- Data set provided contain information about annual sales of manufacturing sector in Denmark
- The sales are categorised into turnover type and further categories into services provided to different industries .
- The sales data in the dataset is recorded from the year 2000 to 2022.
- The time period taken for analysis is 15 years from the year 2007 to 2022.
- The units for sales is taken as Million DKK

[Dataset link](#)

2007 2008 2009 2010 2011 2012 2013

Industry type

All

Turnover type

All

Total Revenue

106.3Mkr.

17% ↑

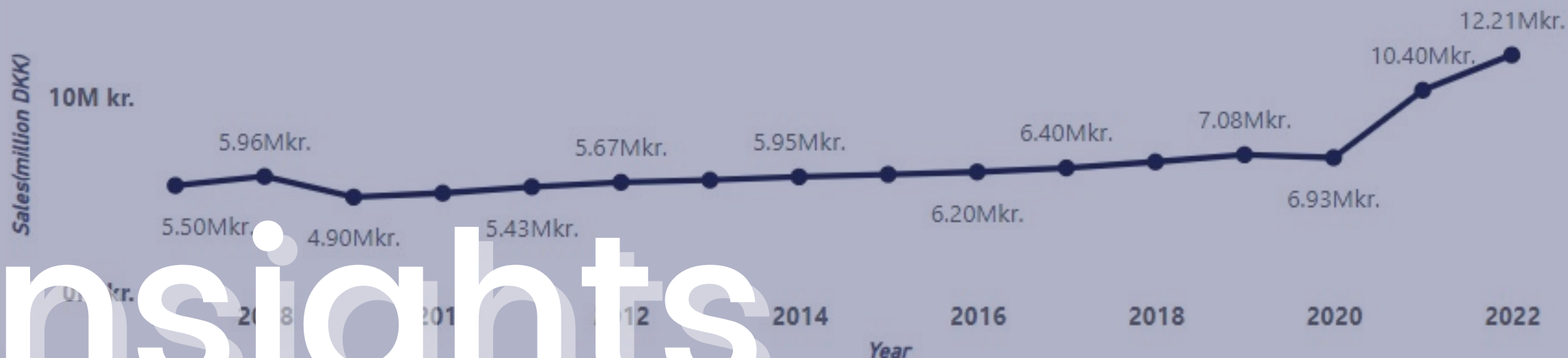
Average Sales

12.7Kkr.

YOY Revenue Growth %

17%

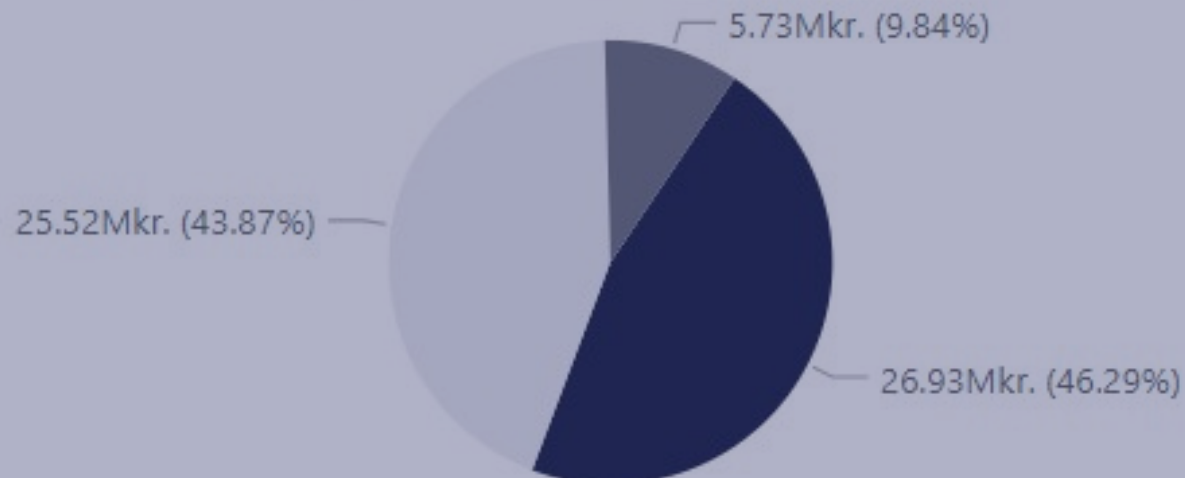
Yearly Sales Trend



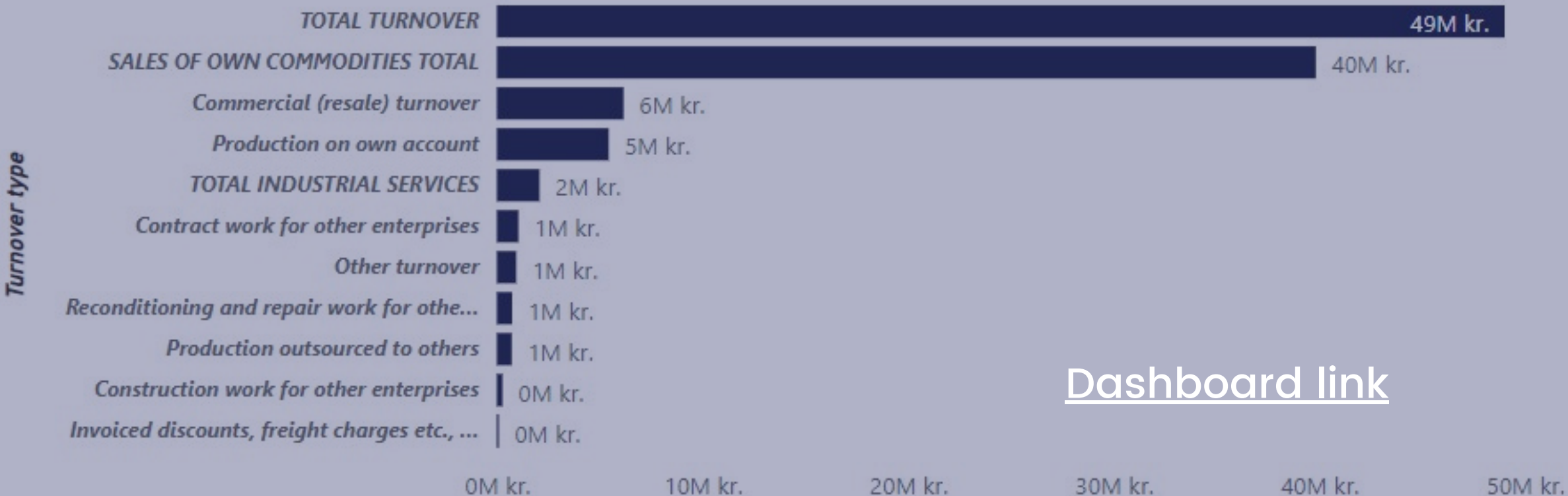
Industry contributing Highest Sales

BC Mining and quarrying and manufa...

Top 3 Industry Driving Sales



Sales by Turnover type

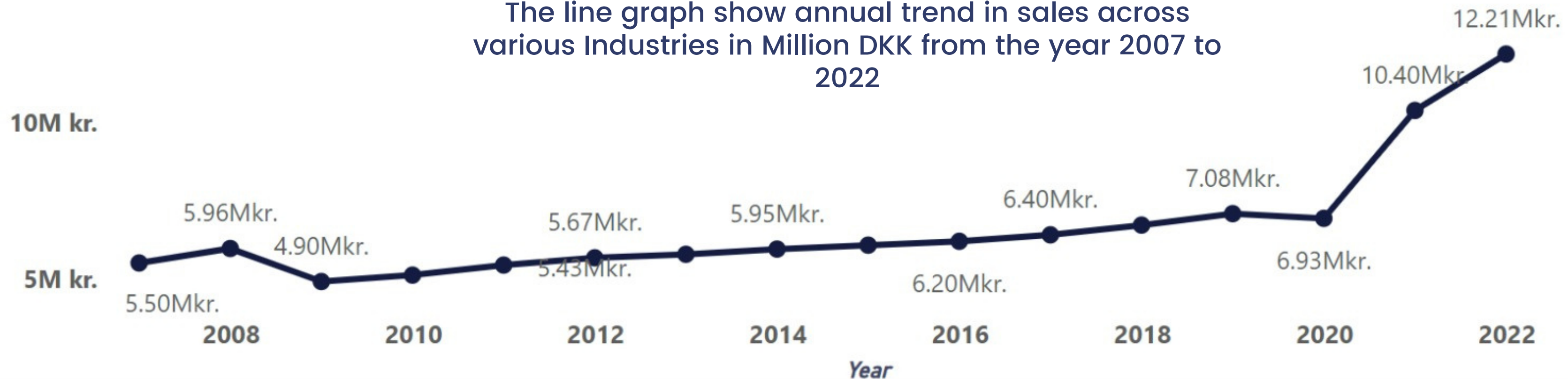


[Dashboard link](#)

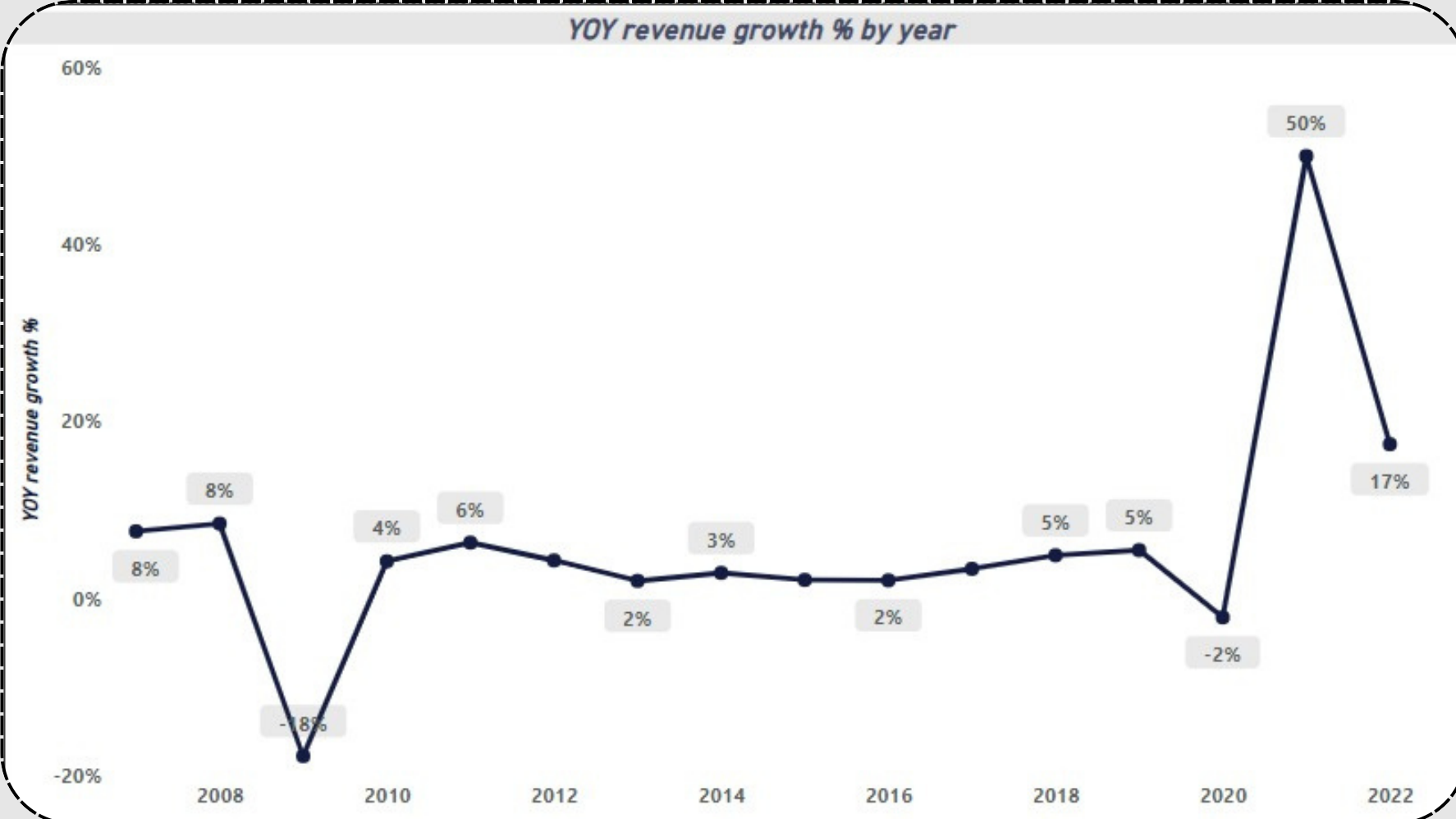
Yearly Sales Trend

The line graph show annual trend in sales across various Industries in Million DKK from the year 2007 to 2022

Sales(million DKK)

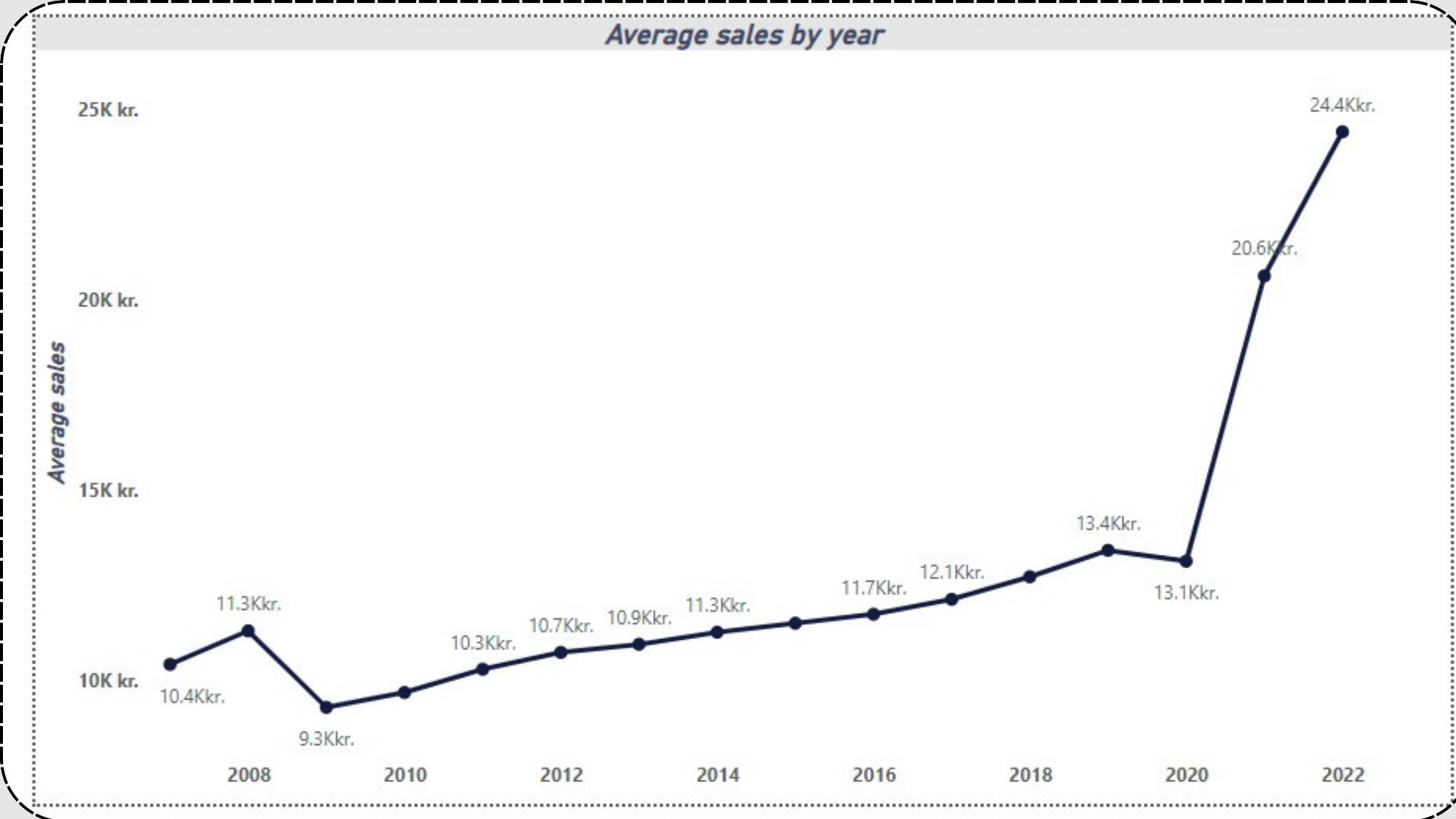


- The sales trend is positive with sales increasing from 5.50MKr (2007) to 12.2MKr (2009) but with some fluctuations .
- 2009 saw lowest sales (4.90MKr) due to Great Recession.
- From 2010, there was positive growth in sales till 2019.
- Due to COVID restrictions , the sales dropped in the year 2020.
- 2021 saw a positive sales growth with over 10.4MKr



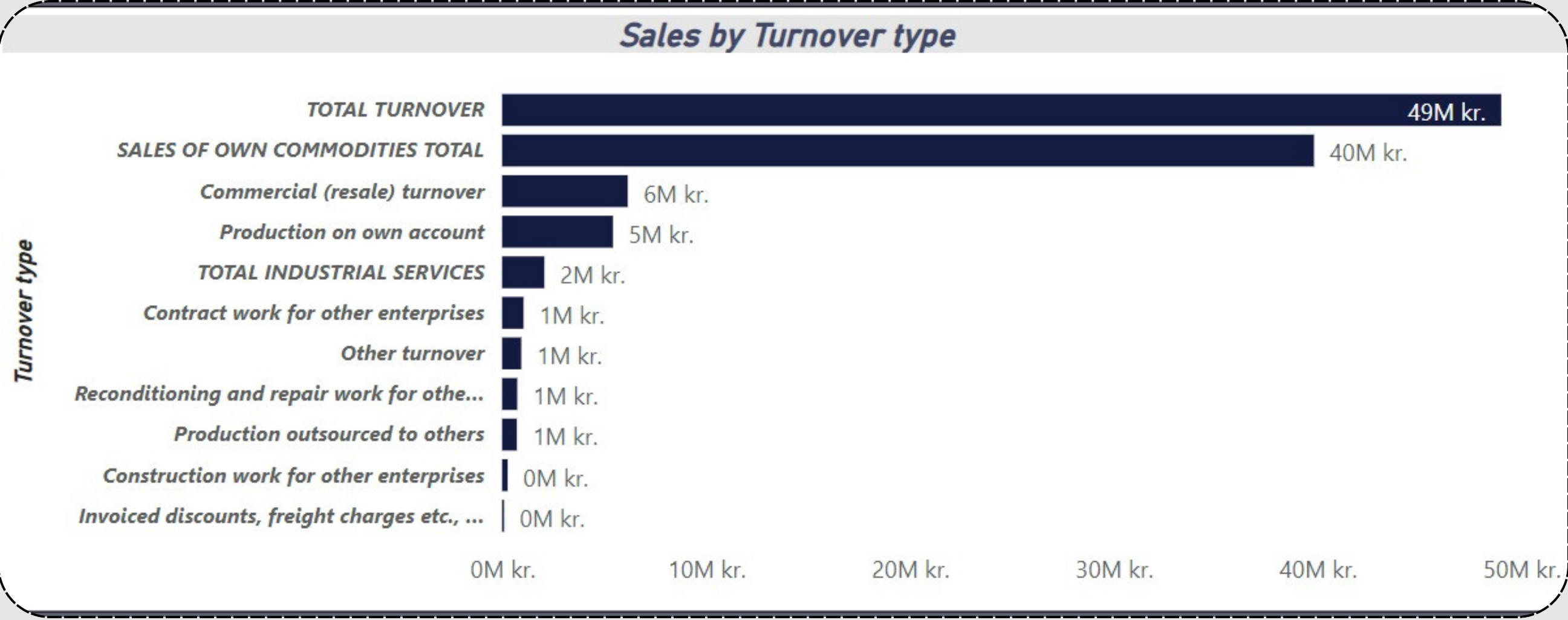
The line graph show year over year revenue growth percentage from the year 2007 to 2022

- 2009 and 2020 saw a negative YOY growth % due to Great Recession and COVID-19 restriction respectively .
- The manufacturing sector has taken decisive action to address the challenges posed by COVID-19, and its efforts have paid off with a 50% increase in revenue in 2021.
- 2021 saw a highest YOY revenue growth %(50%)

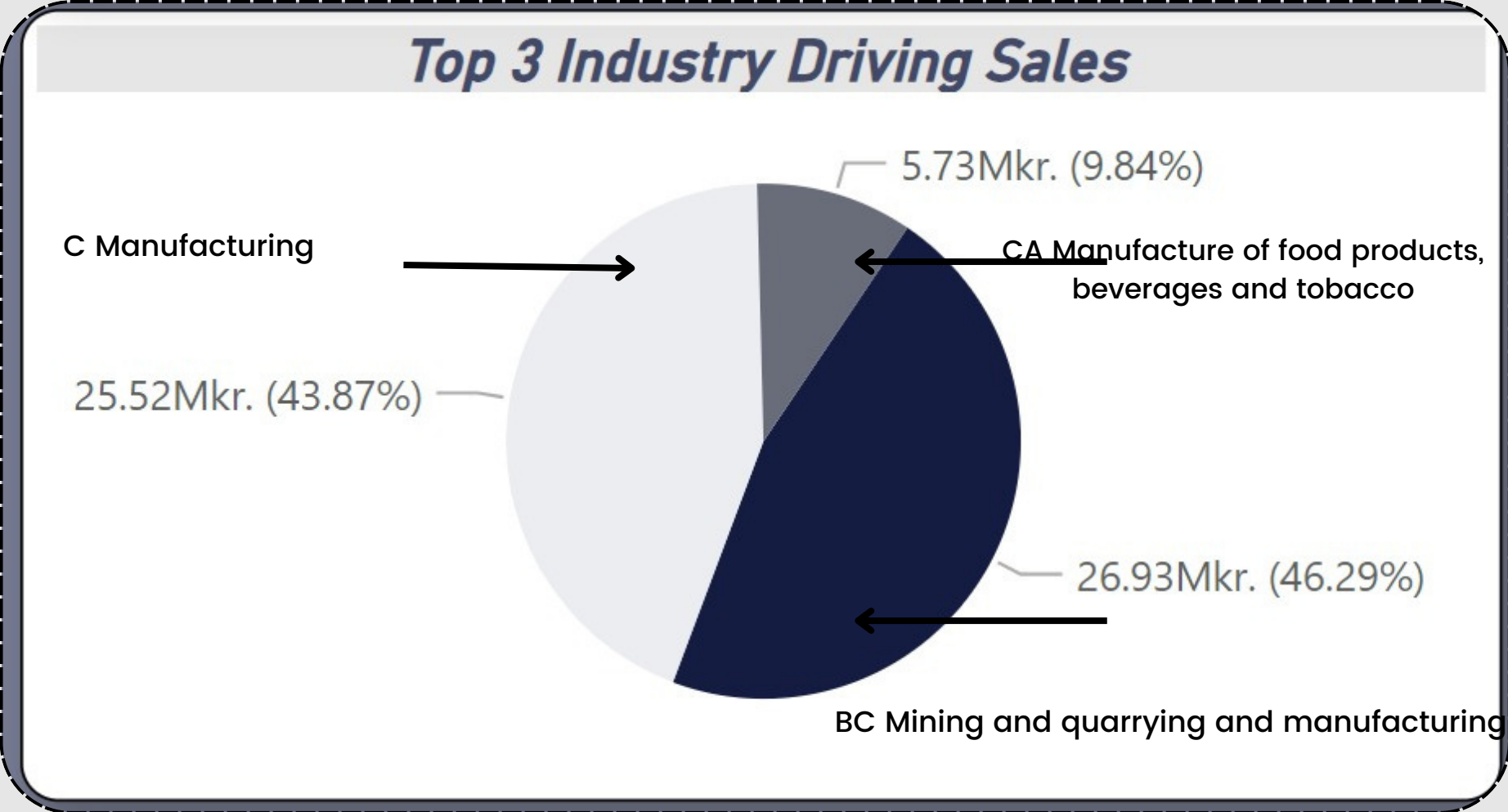


The line graph shows yearly average sale for a time period of 15 years (2007-2022)

- Average yearly sales increased over time, except in 2009 and 2020.
- Average sales in 2022 surpassed all previous years, reaching 24.4KKr



BC mining and quarrying , C manufacturing are the 2 industries which drive most of the sales in Denmark



Conclusion

- Denmark's manufacturing industry has shown it can overcome challenges, like economic downturns and COVID-19. The big 50% growth in 2021 proves it's adaptable and strong.
- In 2022 and beyond, find out the factors that lead to the success of 2021. Learn what caused that record-breaking year and try to do it again.
- Explore green initiatives and modern manufacturing for competitive advantage."



Thank You

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Github link