Sales Insights - Data Analysis Project using Tableau

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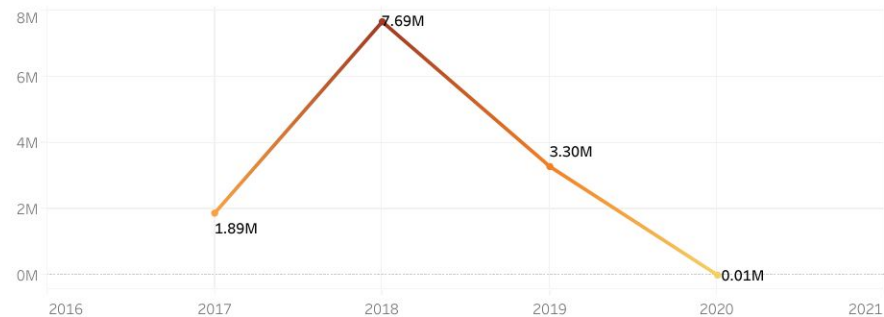2016　2017　2018　2019　2020　2021

Year

January　Februa..　March　April　May　June　July　August　Septe..　October　Novem..　Decem..

Total Revenue
12.89M

Sales Quantity
10,339

Revenue by Year

Revenue by Markets

Markets Name

Mumbai	6.54M
Delhi NCR	4.21M
Ahmedabad	1.03M
Chennai	0.49M
Kanpur	0.43M
Lucknow	0.11M
Bhopal	0.09M

0M　1M　2M　3M　4M　5M　6M

Normalized Amount
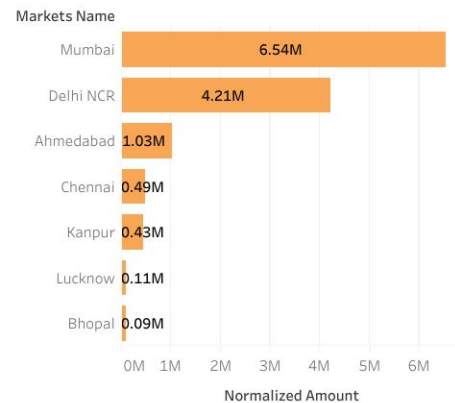
Sales Quantity by Markets
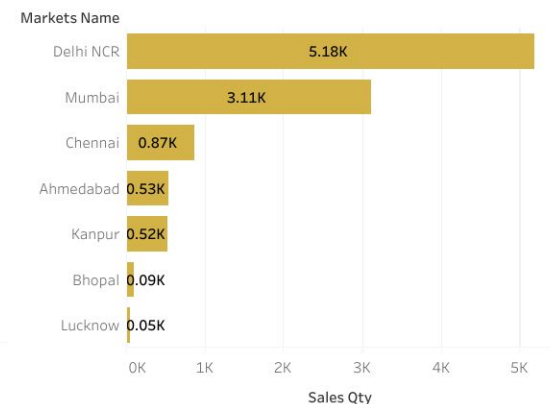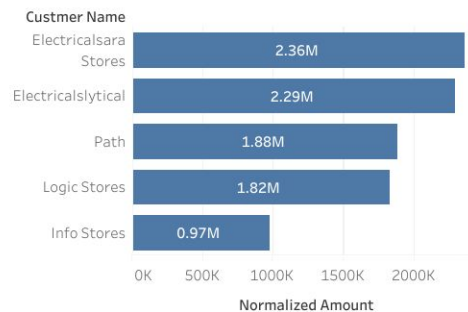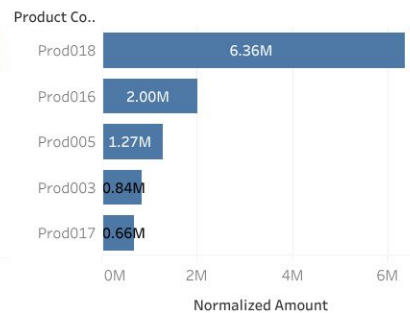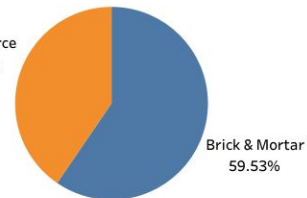
Markets Name

Delhi NCR	5.18K
Mumbai	3.11K
Chennai	0.87K
Ahmedabad	0.53K
Kanpur	0.52K
Bhopal	0.09K
Lucknow	0.05K

0K　1K　2K　3K　4K　5K

Sales Qty

Top 5 Customers

Custmer Name

Electricalsara Stores	2.36M
Electricalslytical	2.29M
Path	1.88M
Logic Stores	1.82M
Info Stores	0.97M

0K　500K　1000K　1500K　2000K

Normalized Amount

Top 5 Products

Product Co..

Prod018	6.36M
Prod016	2.00M
Prod005	1.27M
Prod003	0.84M
Prod017	0.66M

0M　2M　4M　6M

Normalized Amount

Year

January Februa.. March April May June July August Septe.. October Novem.. Decem..

E-Commerce 40.47%

Brick & Mortar 59.53%

Total Revenue
12.89M

Profit
4.07K

Measure Names
Normalized Amount
Profit Margin %

7.69M

3.30M

1.89M

0.04%   0.03%

0.02%   0.01%

-0.60%

Year

Revenue by Markets

Markets Name	
Mumbai	6.54M
Delhi NCR	4.21M
Ahmedabad	1.03M
Chennai	0.49M
Kanpur	0.43M
Lucknow	0.11M
Bhopal	0.09M
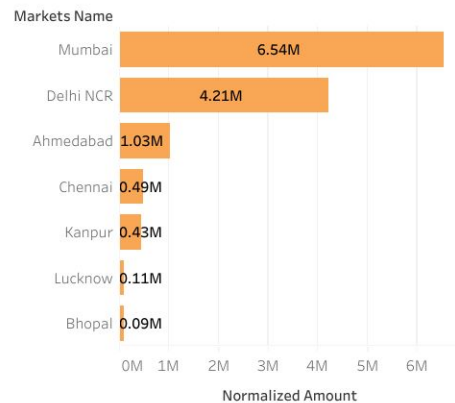
Normalized Amount

Profit Margin by Markets

Markets Name	
Lucknow	0.06%
Ahmedabad	0.05%
Mumbai	0.04%
Delhi NCR	0.01%
Kanpur	0.01%
Chennai	0.01%
Bhopal	-0.04%
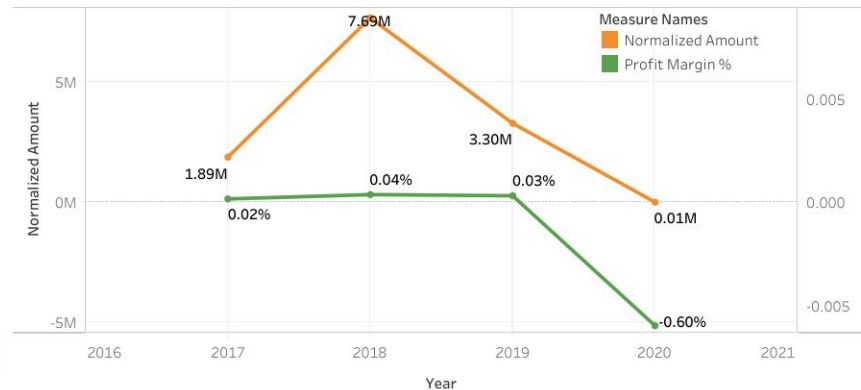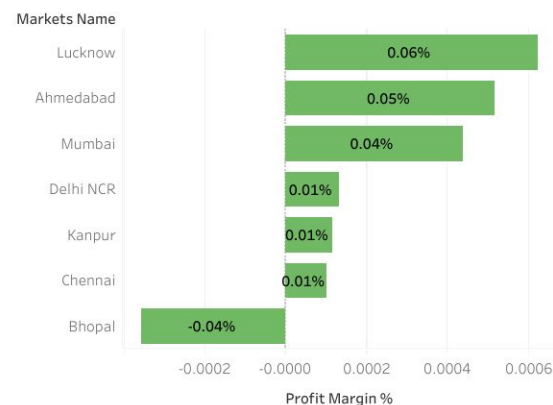
Profit Margin %

Custmer Name	Normalized Amount	Profit Margin %	Sales Qty	profit
Acclaimed Stores	2.63K	0.70%	4	18
Atlas Stores	100.18K	0.11%	84	110
Electricalsara Stores	2,359.18K	0.00%	1,780	6
Electricalslytical	2,289.34K	0.07%	1,020	1,495
Electricalsopedia Stores	59.30K	0.03%	66	16
Electricalsquipo Stores	6.06K	0.85%	6	51
Epic Stores	88.39K	-0.04%	86	-31
Excel Stores	119.33K	0.10%	108	119
Flawless Stores	600.28K	0.03%	185	158
Forward Stores	106.09K	0.01%	80	11
Info Stores	966.47K	0.06%	1,893	588
Insight	105.33K	0.06%	53	65
Integration Stores	27.98K	0.38%	18	107
Logic Stores	1,819.47K	0.05%	918	825