Sales Analysis Project on GlobalTech Stores

📘 Executive Summary

This business case outlines a data-driven approach to evaluating sales performance across managerial roles, product categories, and individual products for GlobalTech Stores. The analysis spans four years (2011–2014) and leverages Microsoft Excel as the primary tool for data exploration, visualization, and reporting. The goal is to provide actionable insights that will guide strategic decisions in performance management and marketing investment.

🎯 <u>Project Objectives</u>

1. Managerial Performance Evaluation: Identify which managers are driving the highest sales and which are underperforming, using the "Sales" column as the key metric. (Managers, sales) bar chart Emmanuel

2. Sales Breakdown by Product Category (2011–2014): Analyse annual sales trends across different product categories to uncover growth patterns and seasonal behaviours. (sales, yearly, growth pattern) Line chart

3. Top-Selling Product Categories: Determine the product with the highest cumulative sales to inform future advertising and marketing budget allocations (product, sales). Pie chart Year and month columns

🧰 <u>Tools & Methodology</u>

Primary Tool: Microsoft Excel
Techniques:
- Pivot Tables
- Conditional Formatting
- Charts (Bar, Line, Pie)
- Filtering & Sorting
- Basic Formulas (SUM, AVERAGE, COUNTIF, etc.)

📌 <u>Recommendations Framework</u>

Once the analysis is complete, use the following framework to guide your recommendations :

1. For Managerial Performance: Suggest training, incentives, or reassignment based on performance tiers.

2. For Category Trends: Recommend inventory adjustments or promotional focus based on growth or decline.

3. For Top Product: Propose increased advertising spend and bundling strategies to capitalize on popularity.

📂 **Final Deliverables**

- Excel workbook with all Pivot Tables and charts

- Summary dashboard for quick insights

- Written report with findings and recommendations
- Email them to dinmatheanalyst@gmail.com