

# Sales Project Report

Comprehensive analysis of sales data for strategic insights.





# Introduction & Data Overview

## Report Scope

Analysis of 300 sales records.

Invoice ID, date, branch, customer type, product, price, quantity, total revenue.

## Dataset Health

300 entries, no missing values.

Date column converted for time-based analysis.

# Key Summary Statistics

**50.13**

Avg. Unit Price

Consistent pricing  
strategy.

**4.63**

Avg. Quantity

Per transaction.

**234.54**

Avg. Total Sale

Per transaction.

Max Sale

\$891

Min Sale

\$6



# Revenue Analysis

Total  
Revenue:  
\$70,362

Monthly variations observed.

August highest, July lowest.



# Product Line Analysis



## Top Seller: Health

404 units sold.



## Varied Pricing

Average selling price varies across categories.



## Quantity Differences

Quantity sold varies by product category.

# Customer Analysis: Types

## Member Customers

Higher total revenue: \$36,959.

## Normal Customers

Total revenue: \$33,403.

Two unique customer types identified.



# Customer Analysis: Behavior

## Order Volume

Normal customers: 152 orders.

Member customers: 148 orders.



■ Normal ■ Member

# Key Insights



## Sales Performance

Overall trends and revenue drivers.



## Customer Behavior

Member vs. Normal customer purchasing habits.



## Product Contribution

Health products lead in quantity sold.





# Strategic Implications



## Optimize Member Programs

Leverage higher revenue generation.



## Boost Health Product Sales

Capitalize on high demand.



## Seasonal Marketing

Address monthly revenue fluctuations.



# Conclusion & Next Steps

Analysis provides a solid foundation for future sales strategies.

01

## Implement Targeted Campaigns

Based on customer type and product insights.

02

## Monitor Monthly Trends

Adjust inventory and promotions accordingly.

03

## Deep Dive into Product Profitability

Further optimize product offerings.