

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.

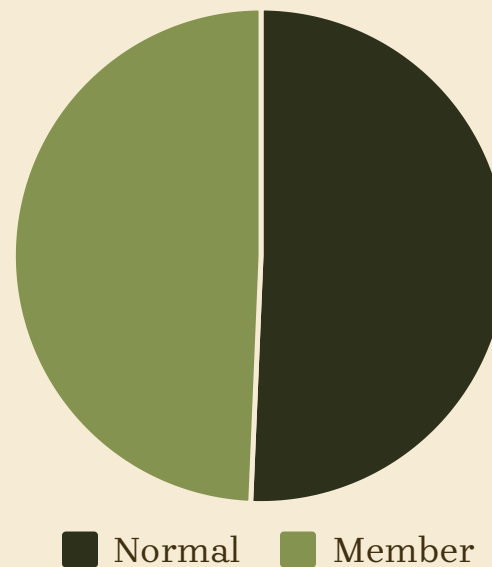


Customer Analysis: Behavior

Order Volume

Normal customers: 152 orders.

Member customers: 148 orders.



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.