

MeriSkill Sales Analysis

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Introduction

In the realm of business, success hinges on decisions grounded in data-driven insights, making the mastery of data utilization indispensable. This project marks the initiation of an invigorating exploration into the analysis of sales data, where our objective is to discern patterns, unveil trends, and illuminate invaluable insights. The overarching aim is to distill actionable intelligence from an extensive sales dataset, thereby furnishing a strategic blueprint for refining sales approaches and fostering enduring growth.



Description

Within the scope of this project, we will embark on a thorough exploration of an expansive reservoir of sales data, equipped with advanced analytical tools and techniques. Our mission is to unveil the concealed opportunities that abound within these numerical representations. We will meticulously examine sales trends, pinpoint high-performing products, and rigorously compute crucial revenue metrics such as total sales and Average Revenue per Order. Our commitment extends beyond mere numerical analysis—we will translate these insights into vibrant visualizations that resonate compellingly with stakeholders.



Business Task

1. What does the comprehensive sales trend indicate?
2. How do products perform in terms of revenue?
3. How do products perform based on the quantity ordered?
4. What is the order performance breakdown per city?
5. During which period of the day is the peak observed?
6. How does revenue distribution compare between weekdays and weekends?

- **Data Import:**

I undertook the importation and conversion of raw data from CSV file format to Microsoft Excel.

- **Data Cleaning:**

To guarantee accuracy and consistency, I meticulously cleaned the data. This process involved standardizing formats and rectifying errors.

- **Data Transformation:**

The data underwent transformation to align it for analysis. This involved executing calculations, aggregations, and filtering operations. Additionally, I generated new columns essential for the analysis using Microsoft Excel.

- **Data Visualization:**

I employed charts and graphs within Microsoft Power BI to visually represent the analyzed data. Furthermore, I crafted a dashboard incorporating insights gleaned from the analysis.

Findings and Conclusions

Overview

Total Revenue

\$34.49M

Total Orders

186K

Avg Revenue per Order

\$185.5

Total Quantity Ordered

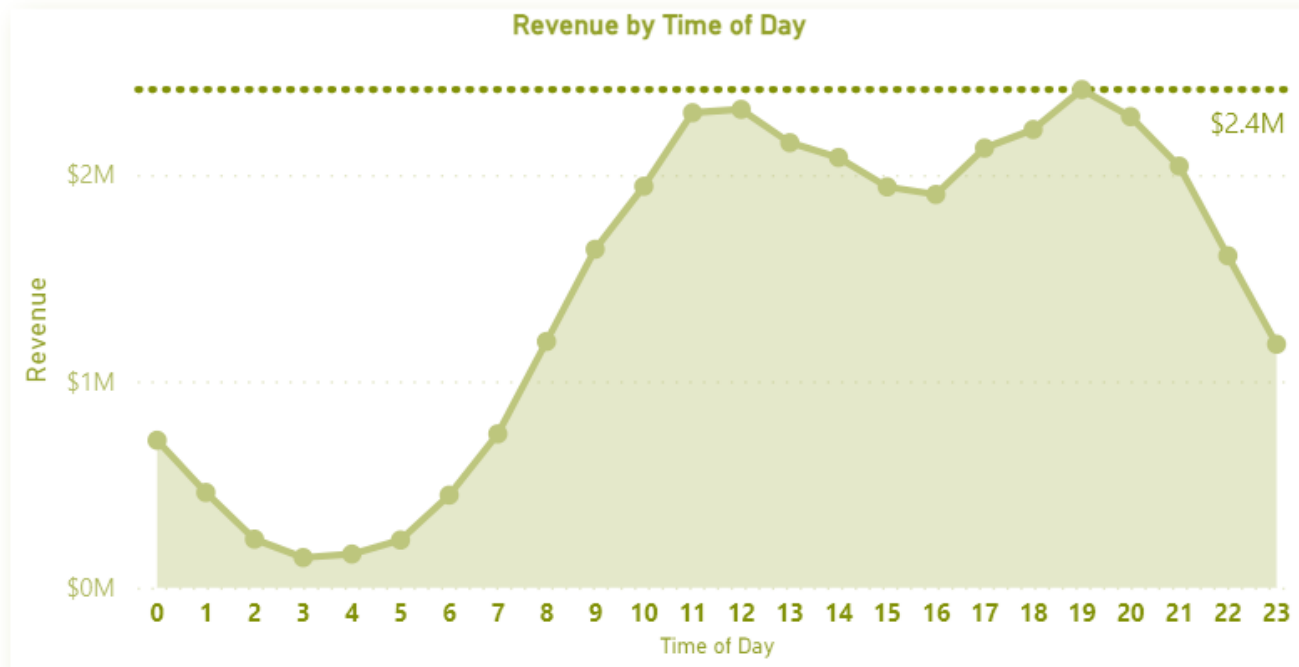
209K

Total Products

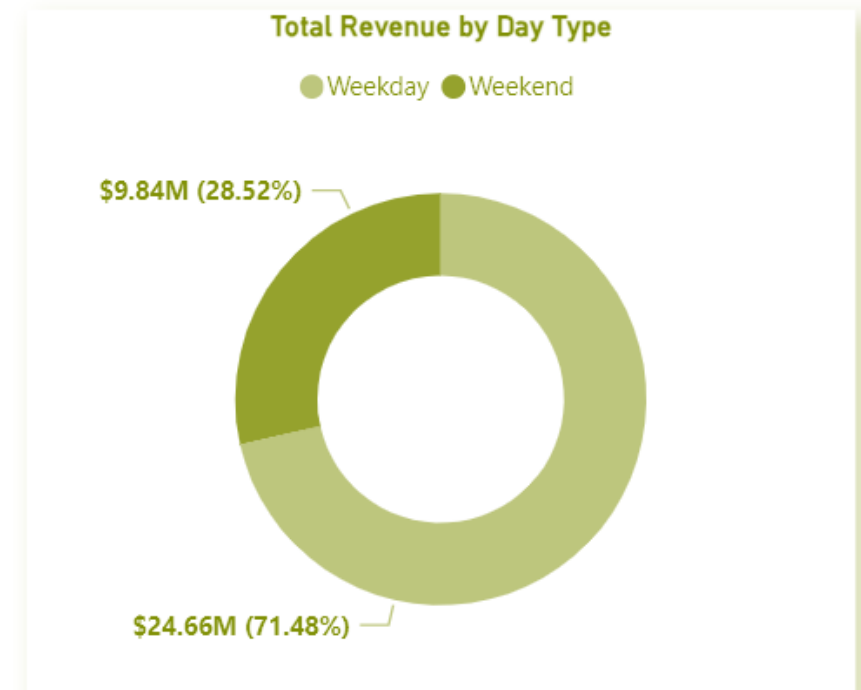
19



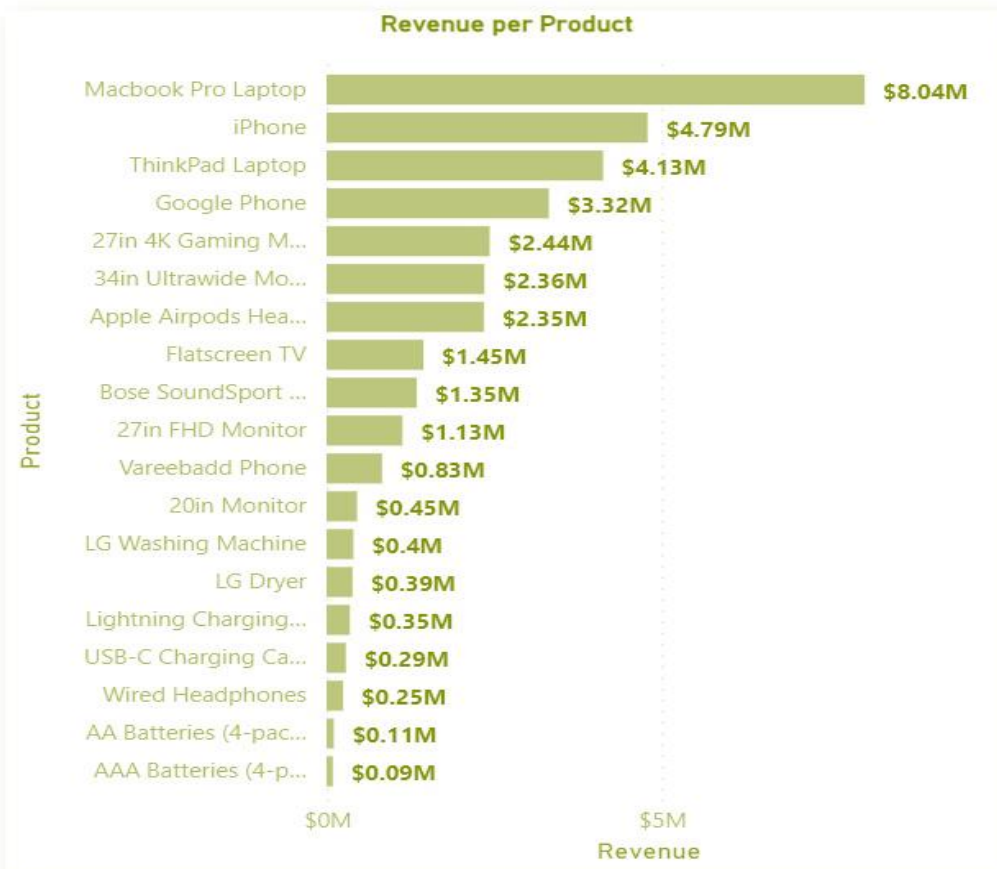
San Francisco emerges as the top-performing city, contributing 45,000 orders, equivalent to 24% of the total orders received. Conversely, Austin is the least performing city, accounting for 10,000 orders, representing 5.33% of the total orders received.



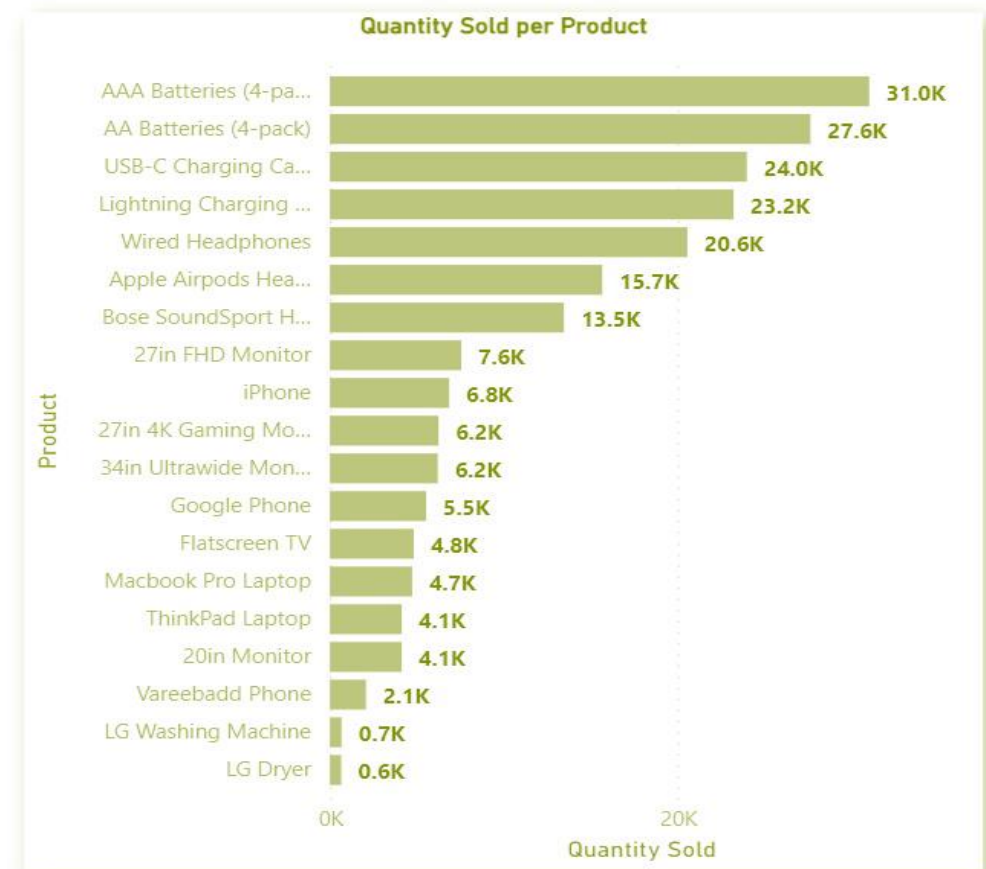
The peak in revenue occurs consistently at 7 pm every day, reaching a total of \$2.4 million. In contrast, the lowest point in revenue is observed at 3 am daily.



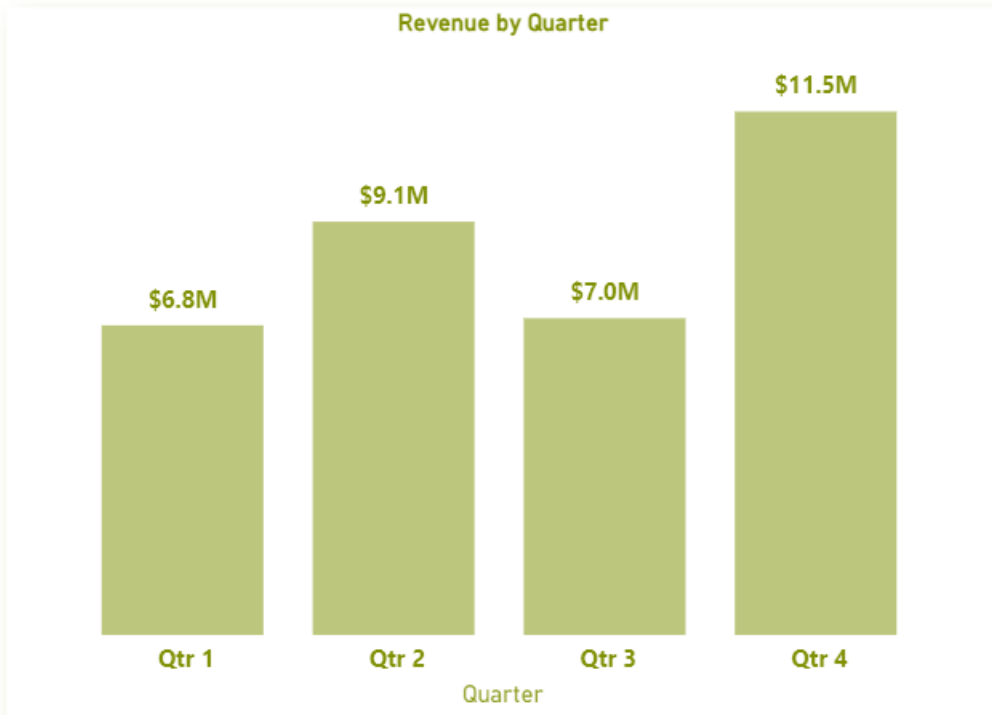
Sales over the weekend amassed a total revenue of \$9.84 million, constituting 28.52% of the overall revenue. In contrast, sales during weekdays generated a total revenue of \$24.6 million, representing 71.48% of the total revenue generated.



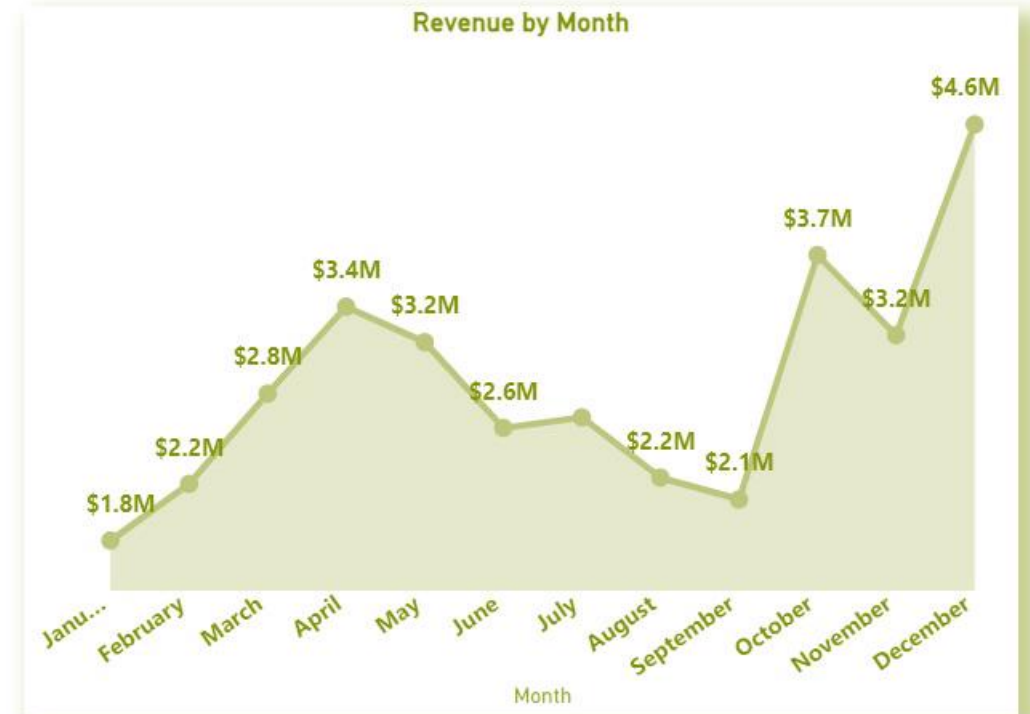
The leading product in terms of revenue is the Macbook Pro Laptop, generating a total revenue of \$8.04 million. In contrast, the least performing product is the AAA Batteries (4-pack), which garnered a total revenue of \$900,000.



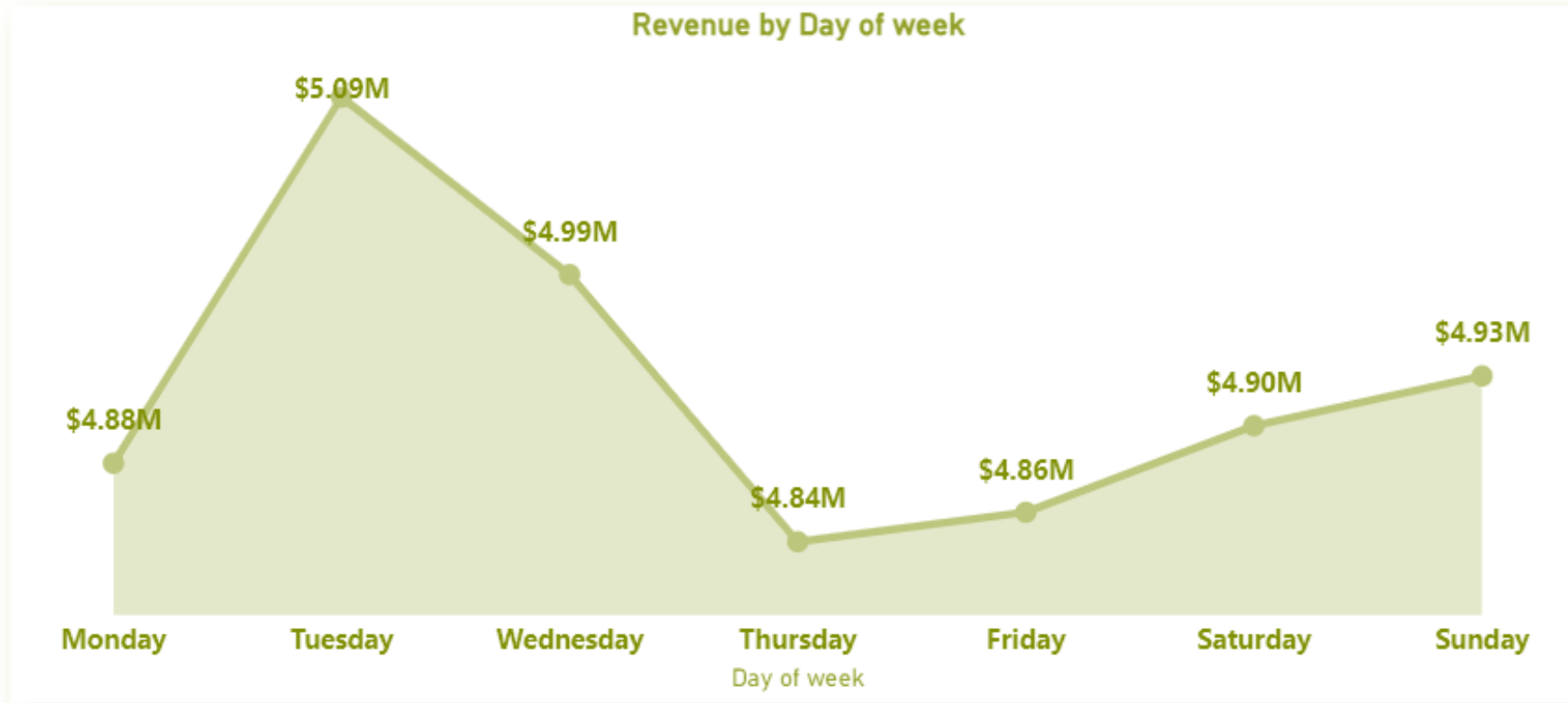
The most purchased product is the AAA Batteries (4-pack), with approximately 31,000 units sold. On the other hand, the product with the lowest sales volume is the LG Dryer, with a total of 646 units sold.



The fourth quarter (Qtr 4) achieved the highest revenue, totaling \$11.5 million, constituting 33.49% of the overall revenue. In contrast, the first quarter (Qtr 1) generated the lowest revenue at \$6.8 million, representing 19.81% of the total revenue.



December emerges as the most productive month, yielding a total revenue of \$4.61 million, accounting for 13.38% of the overall revenue generated. In contrast, January exhibits the lowest performance, generating a total revenue of \$1.82 million, constituting 5.28% of the total revenue.



Tuesdays contributed to the highest revenue, totaling \$5 million, representing approximately 14.75% of the overall revenue generated. Conversely, Thursdays recorded the lowest revenue, amounting to \$4.8 million, constituting 14% of the total revenue generated.

- **Comprehensive Sales Overview:**

The sales trend analysis reveals that the fourth quarter (Q4) stands out as the peak revenue-generating period, contributing 33.49% to the total revenue, with the first quarter (Q1) recording the lowest at 19.81%. This pattern suggests a seasonal trend with heightened sales towards the year-end. Notably, December emerges as the most productive month, contributing 13.38% of the total revenue, while January registers the lowest performance at 5.28%, affirming a yearly pattern of increased sales towards the end of the year. Daily variations in sales performance are evident, with Tuesdays generating the highest revenue at 14.75%, and Thursdays recording the lowest at 14%.

- **Product Performance Analysis:**

In terms of revenue, the Macbook Pro Laptop leads as the top-performing product, generating \$8.04 million, whereas the AAA Batteries (4-pack) trails with \$900,000 in revenue. In sales volume, the AAA Batteries (4-pack) emerges as the most sold product, boasting approximately 31,000 units, while the LG Dryer records the least sales at only 646 units.

- **Order Distribution by City:**

San Francisco takes the lead as the top-performing city, contributing 24% of total orders, while Austin trails with a modest 5.33% of total orders.

- **Daily Sales Peaks and Troughs:**

Sales consistently peak at 7 pm daily, generating \$2.4 million in revenue, and reach their lowest point at 3 am daily.

- **Weekday vs. Weekend Revenue Distribution:**

Weekend sales contribute significantly, accounting for 28.52% of the total revenue, while weekday sales dominate with a share of 71.48% of the total revenue.

Thank You ☺