

Do you know which products of your company are faring the best and the worst?

It would help you to better forecast stocks and improve the sales performance.

- What product or products sold the best?

Listing the top 10 bestselling products by **Quantity sold** would give you a high level overview about best performing products

'Lunch bag red retro sport' was the best performer

'Jumbo shopper vintage red paisley' and **'Red retro sport charlotte'** came after.



- What product or products might they want to discontinue selling?

On the other side, listing the bottom 10 bottom selling products by **Quantity sold** would give you a high level overview about worst performing products

we have three products rank last, **'Christmas tree star'**, **'Dolly girl'** and **'Toadstool money box'**



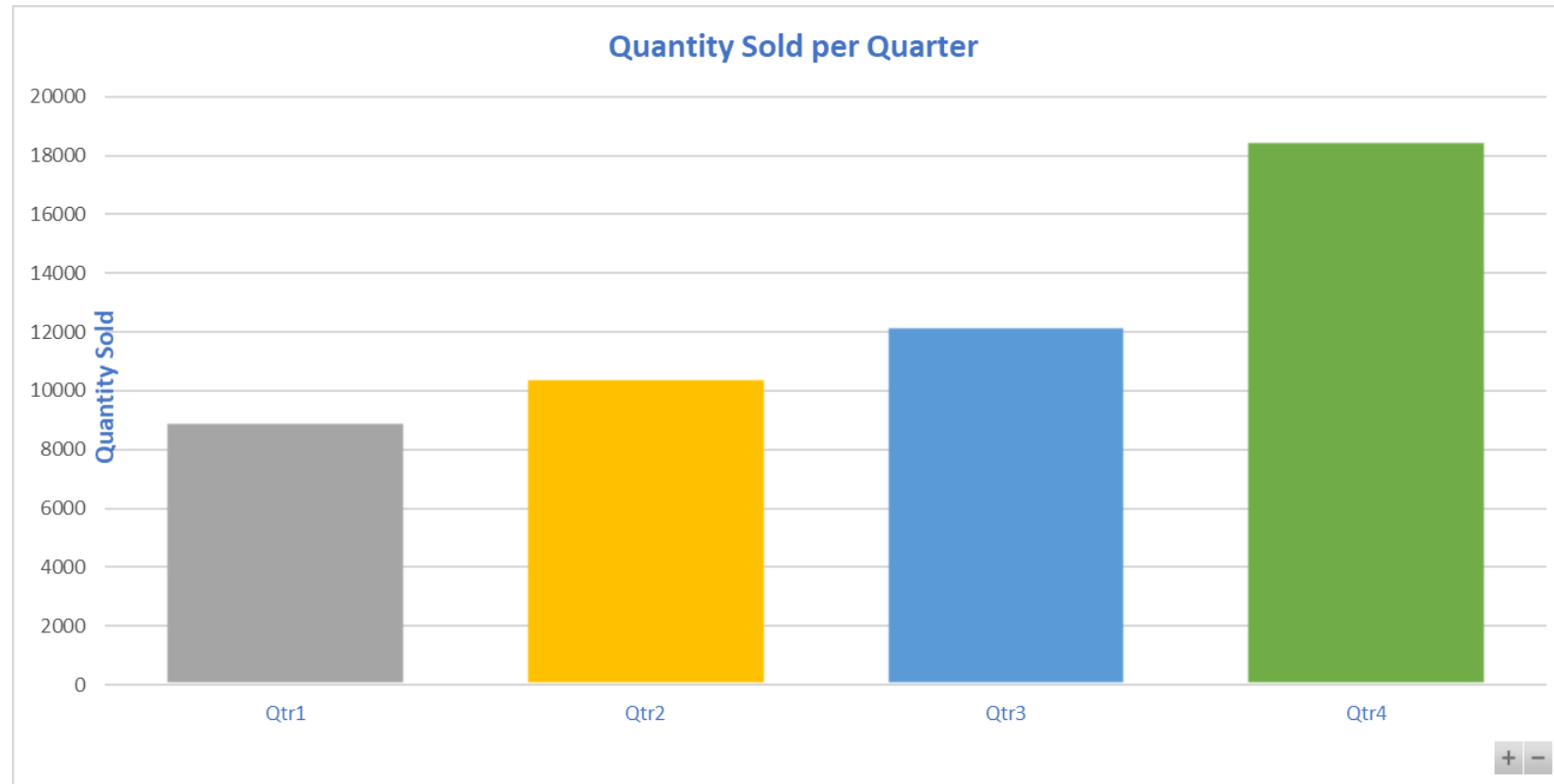
Further Analysis

- A deeper analysis would be needed to investigate the best and worst selling products,
e.g.
 - Sales volume compared to competition
 - Price-Sales Regression Analysis

- **Was there any data that suggested seasonality?**

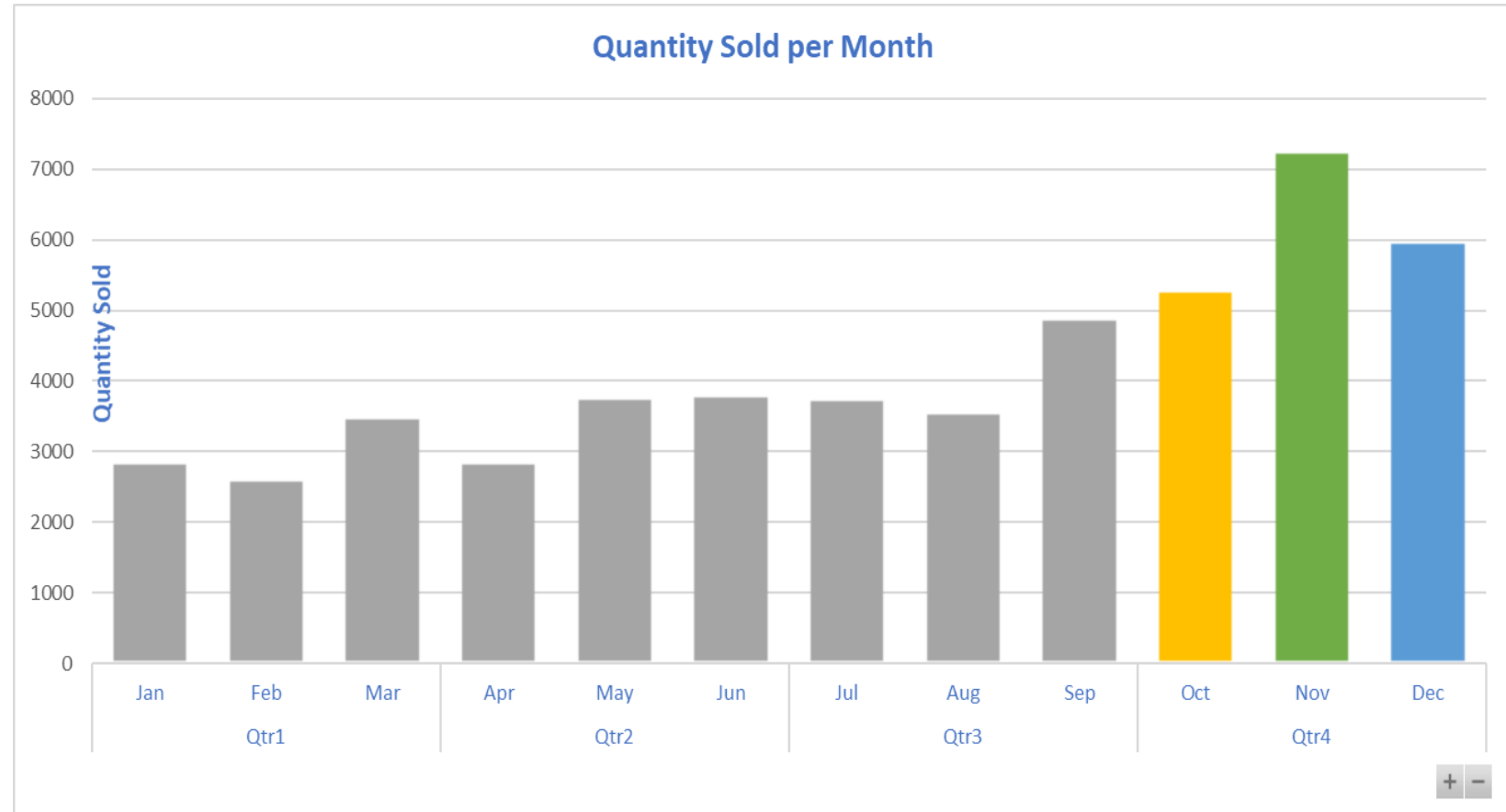
Seasonal forecasts help you get ready for events and to refill your stock.

Looking for quarterly sold quantities, we see **Q4** is much better performing compared to other quarters, while **Q1** is the least performing one.



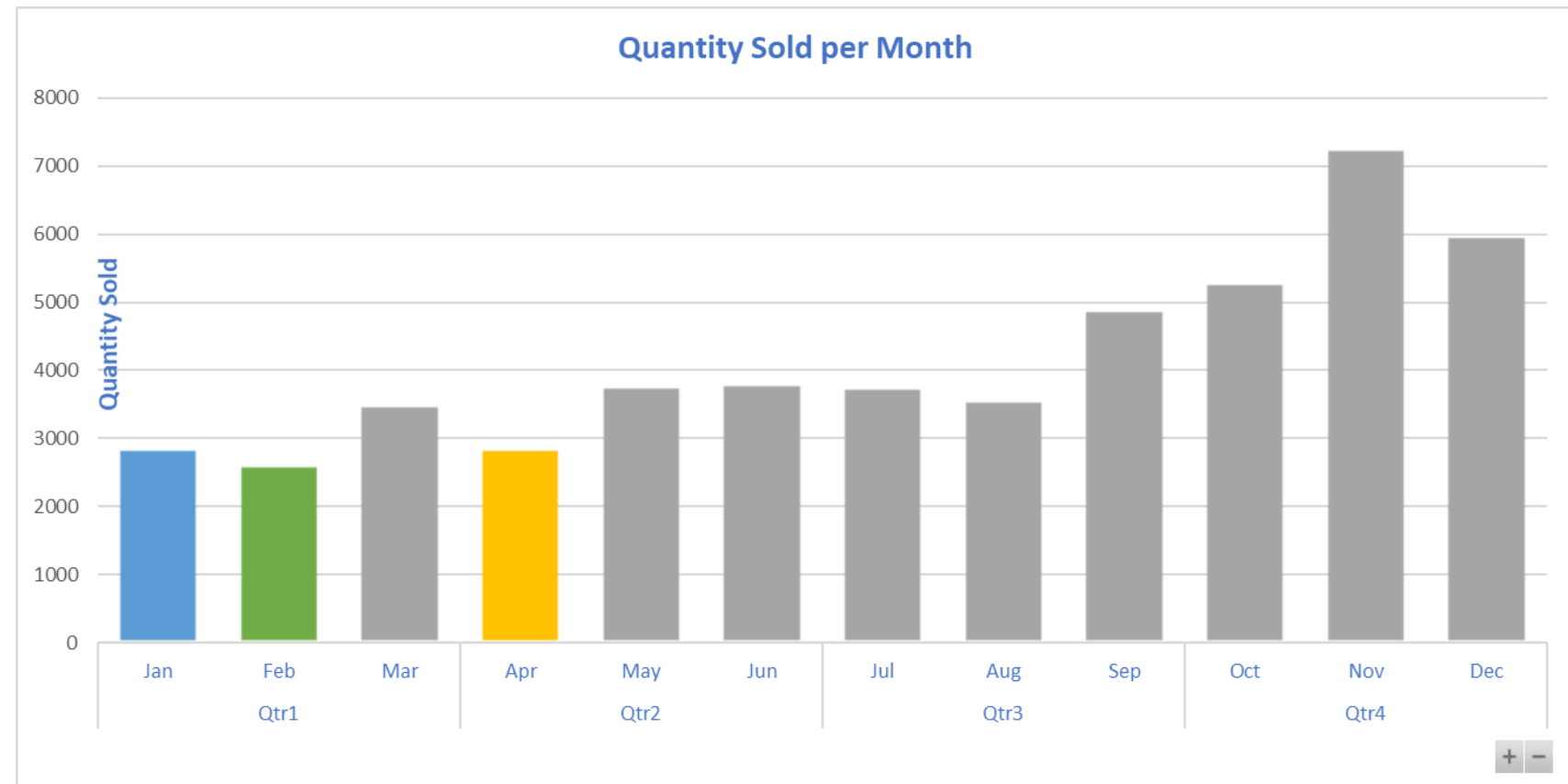
- Was there any data that suggested seasonality?

Deeper inside, the monthly sold quantities showed the **November** and **December** and **October** are the best performing months



- Was there any data that suggested seasonality?

While **February, January** and **April** are the least performing month



Further Analysis

- A deeper analysis would be needed to investigate seasonality and impact on sales, e.g.
 - Time Seasonality per product
 - Correlation between different products during different seasons