

## Data Analysis

1. Customer\_info and sales\_transactions can be joined through customer\_code
2. Markets\_info and sales\_transactions can be joined through Markets\_code in Markets\_info and market\_code in sales\_transactions
3. Products\_info and sales\_transactions can be joined through product\_code
4. Customers\_info,date\_referenced,market\_info,products\_info has only Dimensions
5. Sales\_transactions is the sheet which has measures
6. Sales\_transaction has the cost price, profit margin. Profit percentage and sales quantity
7. There is 38 Customers who comes into two types Brick & Mortar and E-Commerce
8. Brick & Motar has highest sales revenue of 75.60% and E-Commerce has 24.40%
9. It is a report from June 2017 to June 2020 (1126 records)
10. It is from 15 different market in India , one in USA and 1 in France
11. No transactions for usa and France
12. Market in India falls into 3 different zone south, central and north
13. There is 279 product from two different product type which is own brand and distribution
14. There is a total sales quantity of 2,429,282 for the sum of 984,813,463
15. Profit margin of the total sales is 24657068.41 which has the avg of 166.1583504
16. Profit margin percentage is 3627.91
17. Delhi NCR, Mumbai and Ahmedabad market has top three sales revenue. Delhi has 519,514,271 and Mumbai 150,084,801 and Ahmedabad 132,307,441
18. Delhi NCR has profit margin of 48.48% where as Mumbai has 19.76% of profit margin and Ahmedabad has 11.55% of profit margin.
19. Bengaluru has the least sales revenue 373,115
20. Bhopal has two market which has sales quantity of 86,884 and 25,856
21. Delhi NCR, Mumbai and Nagpur has the top three sales quantity of 988,294 and 383,643 and 262,094 respectively
22. Customer Electricalsara Stores has the highest sales Revenue of 68.79%
23. Top 5 Customers are Electricalsara stores, Electricalslytical, Excel Stores, Nixon and Premium Stores
24. Top 5 product on sales revenue are prod318, prod316, prod 324, prod 329 and prod334
25. Top product on sales revenue is 29.08% by prod318
26. 2018 March has the high sales Amount of 43,480,279
27. In brick & motor customer type Electricalsara Stores has the highest Revenue and in E-commerce type Nixon has the highest sales revenue
28. In the given data 2018 has highest sales both in Distribution and own brand
29. Cost price is high for Prod040 followed by prod159 and prod065
30. Delhi NCR has the highest sale in both Distribution and Own brand
31. Out of 38 customers 36 customer had sale in Central zone, 26 customers had sale in North and only 11 had sales in South zone
32. South zone always had the less profit margin where as North had the most profit margin

