**MINI-MART SALES REPORT**

**Project Overview**

This is an analysis of the sales data that I used. The main objective was to observe sales of different products and the change in sales over time.

**Dataset Description**

**Source**

The dataset was obtained from lean excel solutions.

This dataset had 528 rows and 16 columns.

Initially it had two tables which I joined using LOOK UP FUNCTION using the Product ID (Master data table had 6 columns and Input Data had 6 )coming up with a total of 12. I then added four more columns. Through calculating Total buying value( multiplying quantity and buying price), Total Selling Value(quantity \* selling price \* 1-discount), extracted day, month and year from date.

**The dataset had the following columns initially;**

Date-represents date

Product ID – represents each products Id. Its unique.

Quantity – represents the number of products bought.

Sale Type - The type of sale. Either through wholesale, online or direct sale

Payment Mode – The mode of payment used

Discount -%of discount offered

Category – Every product had its category. There were 5 categories.

UOM – Represented Unit of Measure. Ft, Kg, No

Buying Value – The price the product was bought at

Selling Value – The price the product is being sold at

**Data Processing**

The data did not have missing values.

I changed the datatypes to the right type. Then used VLOOKUP to join the two tables into one.

I extracted day, month and year from date because I needed to use the columns for visualization.

I calculated the selling price, Total buying value and Total selling price.

**Data Exploratory Analysis(EDA)**

**Visuals**

Four slicers-Year, Month, Sale Type, Payment

Three Rectangles and Text– Displaying ,Total sales, Total profit and Profits

Stacked Clustered bar – Displaying total sales and percentage profits per month

Area Chart – Displaying Total Selling Value per day.

Clustered Bar - Total Selling Value and product

Pie chart – Sale type: Direct sales had the highest percentage(52%) ,online(33%),wholesaler(15%)

Doughtnut chart -Cash and Online had equal percentages.

Tree map – Total selling value and product category

**Insights**

Total sales – 2021: $187,284

2022:$214,128

Total Profits in 2022 $38,593 22% profit

Total Profits in 2021 $30,315 19% profit

**Monthly Sales Trend**

The bar chart shows monthly sales distribution.

There is upward trend in sales from January to December ,indicating increase sales each month.

**Product Sales**

Product41 is the highest selling product.

**Sales Type Distribution**

Direct sales had the highest sales volume compared to wholesale and online.

**Payment Mode**

Cash payment are higher compared to online payment.

**Category sales**

**2021**

Category05 and Category04 had the highest sales.

**2022**

Category04 and Category02 had the highest sales.

**Daily Sales**

There is fluctuations throughout the month.

**Conclusion**

There is increase in sales in December which can be associated to holidays. The company can capitalize in peak seasons promotions in months leading to December as well as ensuring adequate stock levels for top-selling products.

On the low selling categories and products , the company can analyze them to understand on how to improve them.

Direct sales is the main used channel, the company can maintain and enhance wholesale and online channels to reduce too much cash handling.