

# Executive Summary



## Problem Statement

The objective of this analysis was to gain insights into the sales performance of a commercial store, whether a retail or online store. The problem was to understand the factors influencing sales, such as regions, product categories, shipping modes, and time periods. By analyzing sales data, the goal was to uncover trends, patterns, and anomalies that can help the business optimize its sales strategy, improve inventory management, and increase revenue.

The analysis was carried out using statistical techniques like trend analysis, time-series forecasting, and segment comparison. We used Python for data cleaning, manipulation, and visualization. Key metrics such as total sales, average sales, and sales growth were computed to identify trends. Tools like Power BI were employed to create interactive dashboards that highlight the most important sales performance metrics across different dimensions, such as geography, product categories, and time.





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## Overview

The analysis involved a deep dive into the sales data over multiple years, focusing on various segments such as product categories, regions, and shipping modes. The dataset contained information about sales transactions, customer locations, products sold, shipping methods, and order dates. Using statistical methods and visualization tools, we aimed to identify key drivers behind sales trends and performance at a granular level. Insights derived from this data were used to recommend actionable strategies for boosting sales.



## Highlight

The analysis showed that the Home Office segment had the highest average sales, with New York, Los Angeles, and San Francisco leading in order volume. New York and Washington states had the highest average sales, while the South region topped the regional performance. In product categories, Technology saw the highest sales, with phones and chairs leading in sub-categories. Staple paper and staple envelopes were the top-selling product types, and Standard Class was the most popular shipping mode, with same-day shipping showing a slight sales advantage.

