

# *Sales Analysis for AAL*

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## **Executive Summary:**

This report provides a comprehensive analysis of the sales data for AAL, a well-known clothing brand in Australia. The analysis is based on the sales data for the fourth quarter of 2020. The report identifies the states with the highest and lowest sales, analyzes the sales trends, and provides recommendations for improving sales.

## **Introduction:**

AAL is a leading clothing brand in Australia, with a strong presence in various states and cities. The company is experiencing a surge in business and is looking to expand its operations. To facilitate informed investment decisions, the CEO has assigned the responsibility to the head of AAL's sales and marketing (S&M) department.

## **Methodology:**

The analysis is based on the sales data for the fourth quarter of 2020. The data is cleaned and normalized to ensure accuracy and consistency. The analysis is performed using various statistical and data visualization techniques.

## **Results:**

The analysis reveals that New South Wales (NSW) has the highest sales, followed by Victoria (VIC) and Queensland (QLD). The states with the lowest sales are Tasmania (TAS) and Northern Territory (NT).

The analysis also reveals that the sales trend is increasing over time, with a peak in sales during the holiday season.

## **Recommendations:**

Based on the analysis, the following recommendations are made:

1. Focus on expanding operations in NSW, VIC, and QLD, where sales are highest.
2. Develop targeted marketing campaigns to increase sales in TAS and NT.
3. Analyze customer demographics and preferences to identify opportunities for growth.
4. Monitor sales trends and adjust marketing strategies accordingly.

## **Conclusion:**

The analysis provides valuable insights into the sales trends and patterns for AAL. The recommendations made in this report can help the company make informed investment decisions and improve sales.

## **Appendix:**

The appendix includes the following:

1. Data dictionary: A description of the variables used in the analysis.
2. Data visualization: Additional plots and charts that provide further insights into the sales data.
3. Statistical analysis: Additional statistical analysis, such as regression analysis, that provides further insights into the sales data.

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