

## The Analysis Report

### About Dataset

The dataset contains information about sales transactions, including details such as the customer's age, gender, location, and the products sold.

The dataset includes data on both the cost of the product and the revenue generated from its sale, allowing for calculations of profit and profit margins.

The dataset includes information on customer age and gender, which could be used to analyze purchasing behavior across different demographic groups.

The dataset likely includes both numeric and categorical data, which would require different types of analysis and visualization techniques.

Overall, the dataset appears to provide a comprehensive view of sales transactions, with the potential for analysis at multiple levels, including by product, customer, and location.

**But it does not contain any useful information or insights for decision makers.**

- After understanding the dataset.
- I cleaned it and add some columns & calculations like (Net profit, Age Status).
- Making a model in Power Pivot, calculate some measures like (Total profit, COGS, Total revenues) and Making KPIS Model.
- Then asked some questions:

### About Distribution

What are the total revenues and profits?

What is the best-selling country in terms of revenue?

What are the five best-selling states in terms of revenue?

What are the five lowest-selling states in terms of revenues?

What is the position of age in relation to revenues?

### About profitability

What are the total revenues and profits?

Monthly position in terms of revenues and profits?

Months position in terms of COGS?

What are the top category-selling in terms of revenues & Profit?

What are the three best-selling sub-category in terms of profit?

### About KPIS

Explain to me each salesperson's position in terms of Target

- Then Answering that questions, analysis the data and Visualize with Dashboards.

## The Results

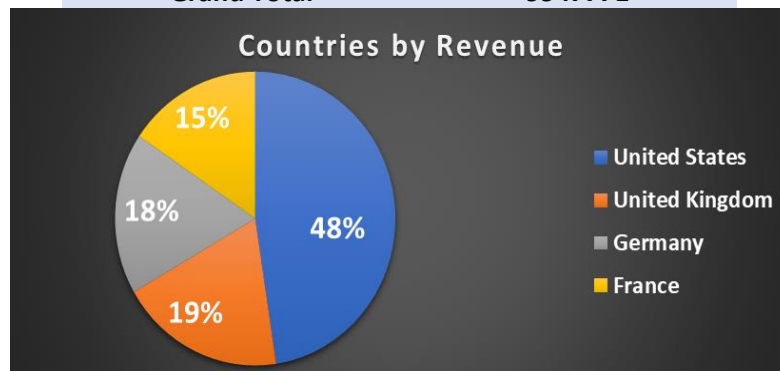
### About Distribution:

What are the total revenues and profits?

Total Revenue	Total Profit
\$9,947,771	\$288,620

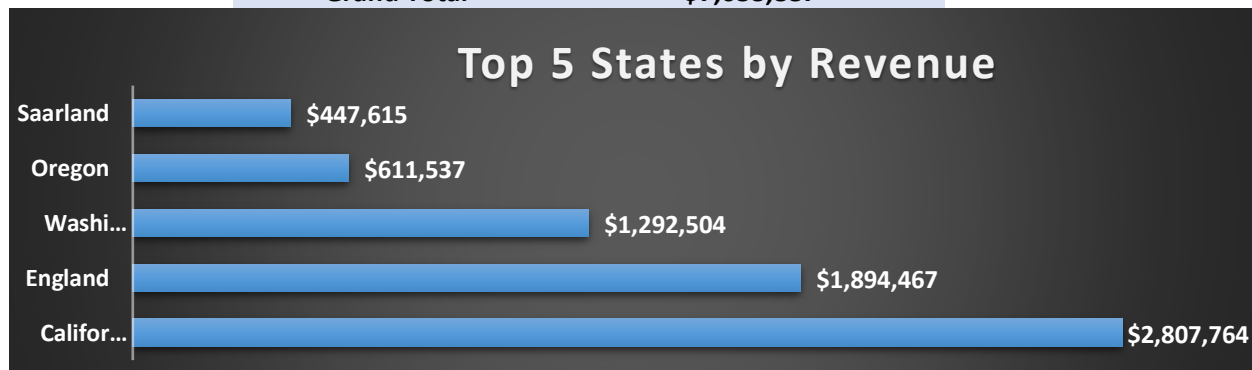
What is the best-selling country in terms of revenue?

Row Labels	Total Revenue
United States	\$4,735,408
United Kingdom	\$1,894,467
Germany	\$1,773,323
France	\$1,544,573
Grand Total	9947771



What are the five best-selling states in terms of revenue?

Row Labels	Total Revenue
California	\$2,807,764
England	\$1,894,467
Washington	\$1,292,504
Oregon	\$611,537
Saarland	\$447,615
Grand Total	\$7,053,887

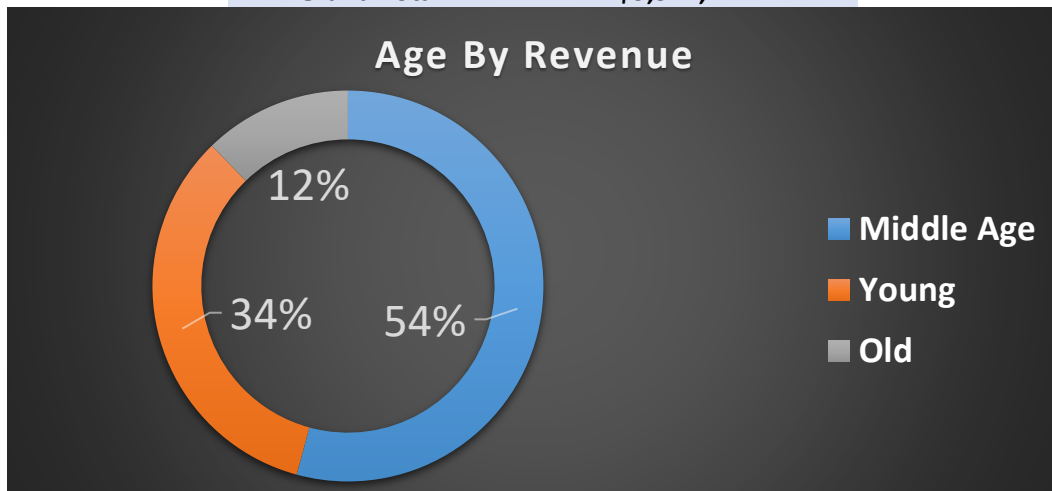


What are the five lowest-selling states in terms of revenues?

Row Labels	Total Revenue
Texas	\$1,045
Missouri	\$767
North Carolina	\$130
Georgia	\$100
Alabama	\$59
<b>Grand Total</b>	<b>\$2,101</b>

What is the position of age in relation to revenues?

Row Labels	Total Revenue
Middle Age	\$5,394,460
Young	\$3,333,433
Old	\$1,219,878
<b>Grand Total</b>	<b>\$9,947,771</b>



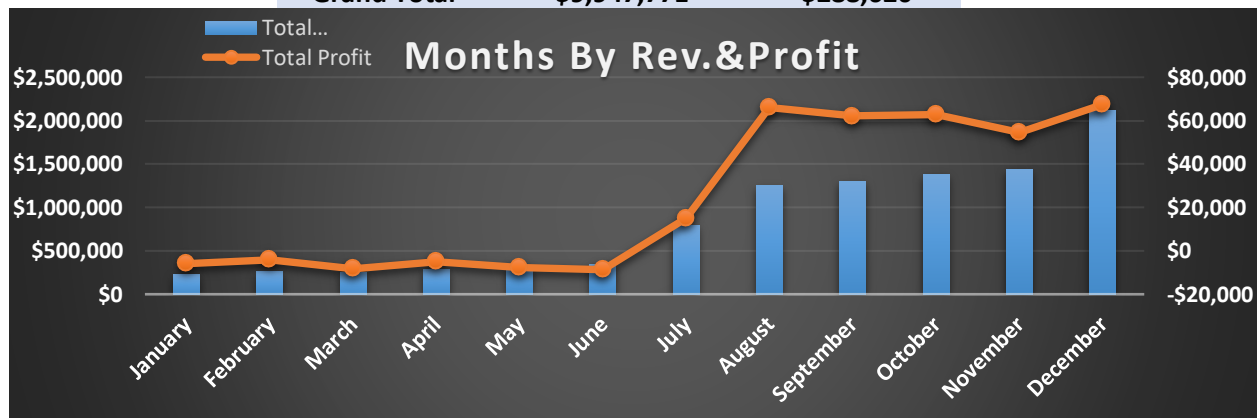
#### Advise & Recommendations:

- I recommend increasing sales in the remaining three countries due to the small volume of their sales compared to the United States of America + more marketing in all, so as to maintain the company's sales strength on the strong side and open more scope on the lower side.
- The same applies to our best-selling states, as shown.
- As for the states with the least sales, they do not give a value that compensates for their cost in one way or another. Either provide work on them intensively by making a balance, or cancel dealing with them and reduce the distraction.
- As for the age group, as it is the case that middle-aged people between 30 and 50 years old are the ones who buy the most, it is preferable to target them in promotions and advertisements and give them more offers.

## About Profitability:

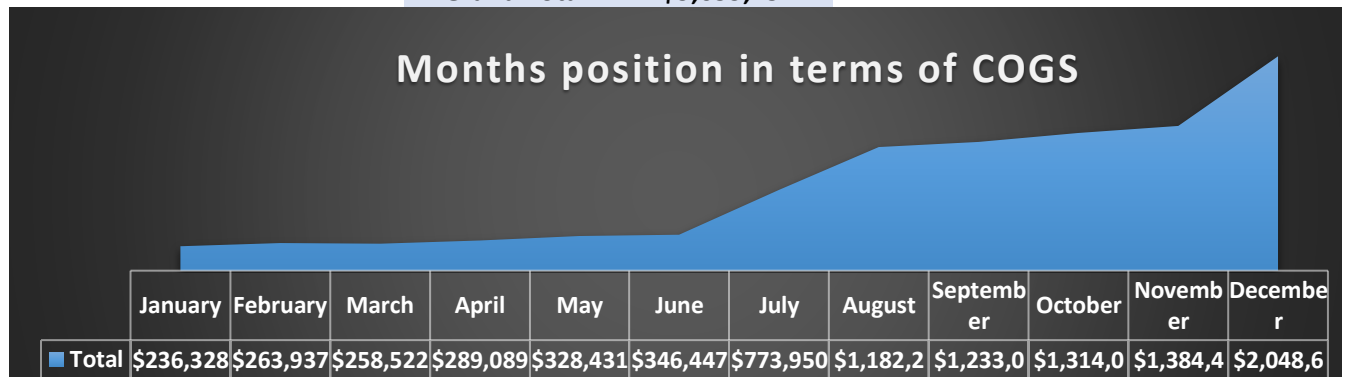
### Monthly position in terms of revenues and profits?

Row Labels	Total Revenue	Total Profit
January	\$230,549	-\$5,779
February	\$259,857	-\$4,080
March	\$250,358	-\$8,164
April	\$284,143	-\$4,946
May	\$320,629	-\$7,802
June	\$337,756	-\$8,691
July	\$789,054	\$15,104
August	\$1,248,185	\$65,926
September	\$1,295,246	\$62,172
October	\$1,376,969	\$62,951
November	\$1,438,928	\$54,481
December	\$2,116,097	\$67,448
<b>Grand Total</b>	<b>\$9,947,771</b>	<b>\$288,620</b>



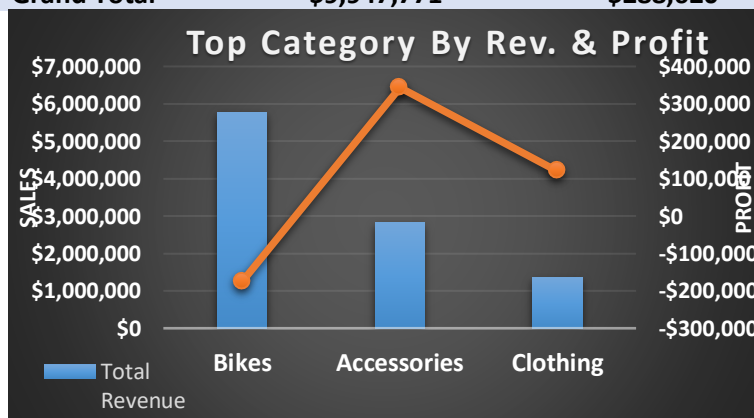
### Months position in terms of COGS?

Row Labels	COGS
January	\$236,328
February	\$263,937
March	\$258,522
April	\$289,089
May	\$328,431
June	\$346,447
July	\$773,950
August	\$1,182,259
September	\$1,233,074
October	\$1,314,018
November	\$1,384,447
December	\$2,048,649
Grand Total	\$9,659,151



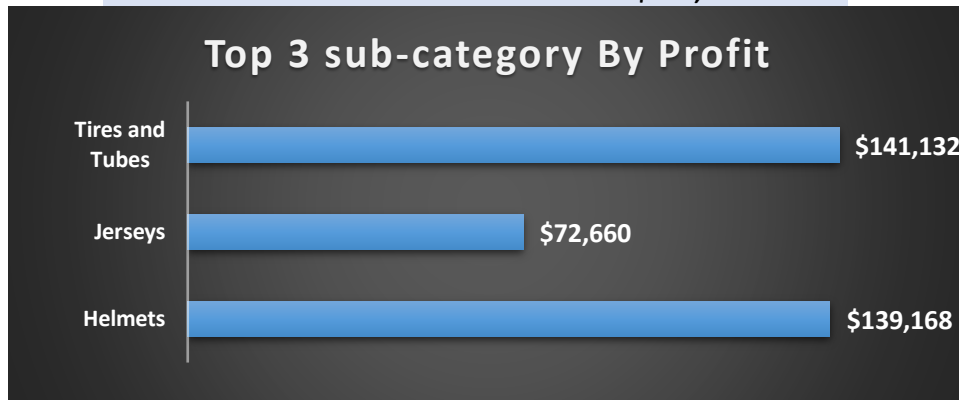
### What are the top category-selling in terms of revenues & Profit?

Row Labels	Total Revenue	Total Profit
Bikes	\$5,764,098	-\$175,334
Accessories	\$2,825,767	\$343,518
Clothing	\$1,357,906	\$120,436
Grand Total	\$9,947,771	\$288,620



What are the three best-selling sub-category in terms of profit?

Row Labels	Total Profit
Helmets	\$139,168
Jerseys	\$72,660
Tires and Tubes	\$141,132
Grand Total	\$352,960

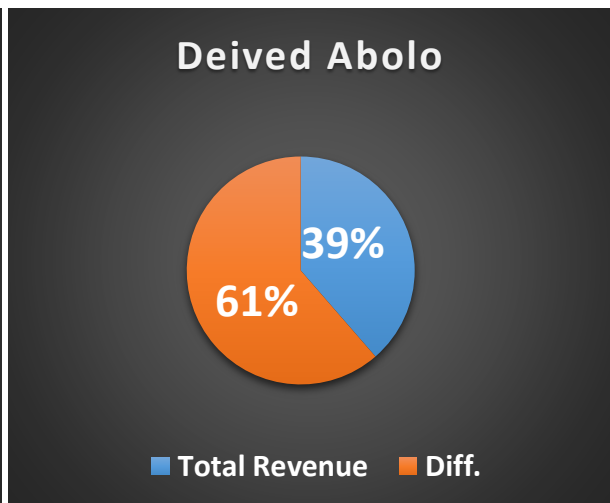
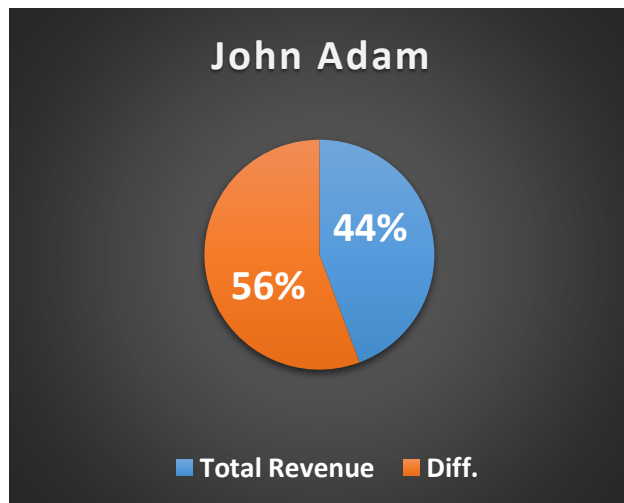
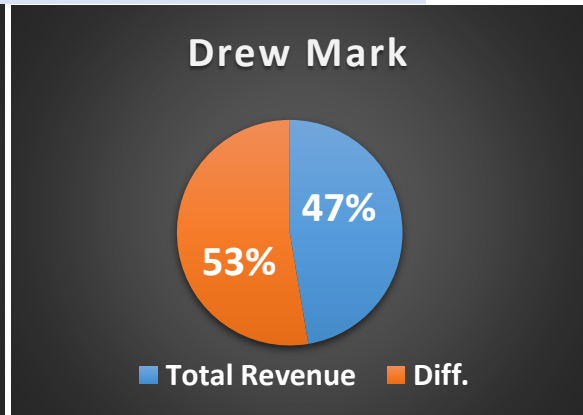
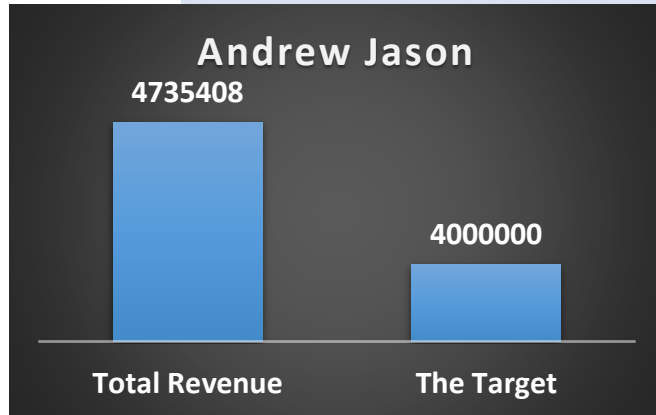


#### Advise & Recommendations:

- Noted that the months "December, August" have the best sales, profit and COGS. The same applies to our best-selling states, as shown.
- Noted that the Bikes category has a losing profit, why we will not thinking about stop working on it?
- Noted that the top 3 sub-category are "Tires, jerseys and helmets", we should focus and up sale those sub-categories.

### About Profitability:

Row Labels	Total Revenue	Total Revenue Goal	Total Revenue Status
Andrew Jason	\$4,735,408	\$4,000,000	1
Drew Mark	\$1,894,467	\$4,000,000	0
John Adam	\$1,773,323	\$4,000,000	0
Dived Apollo	\$1,544,573	\$4,000,000	-1
Grand Total	\$9,947,771	\$4,000,000	1



### Advise & Recommendations:

I recommend to give a good commission to "Andrew Jason", that will encourage his teammates to work hard and up sale like him.

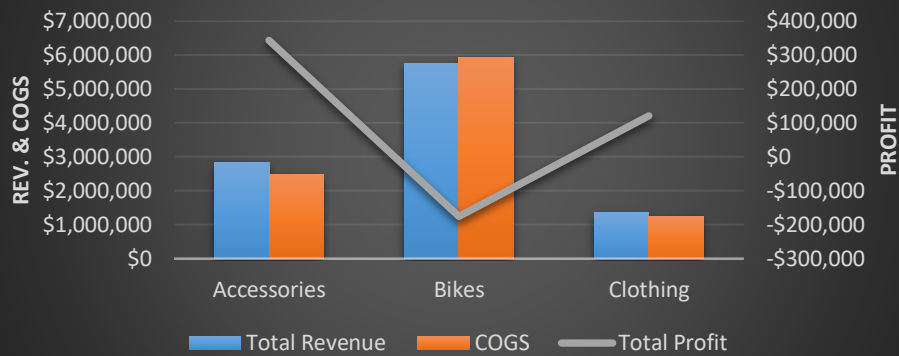
## About Scenario:

### The Current Values.

Category	Total Revenue	COGS	Total Profit
Accessories	\$2,825,767	\$2,482,249	\$343,518
Bikes	\$5,764,098	\$5,939,432	-\$175,334
Clothing	\$1,357,906	\$1,237,470	\$120,436
<b>Total</b>	<b>\$9,947,771</b>	<b>\$9,659,151</b>	<b>\$288,620</b>

Here The Profit percentage on sales is 3%

### The Current Values



### Scenario 1 , If we did not work on "Bikes" Category.

Category	Total Revenue	COGS	Total Profit
Accessories	\$2,825,767	\$2,482,249	\$343,518
Clothing	\$1,357,906	\$1,237,470	\$120,436
<b>Total</b>	<b>\$4,183,673</b>	<b>\$3,719,719</b>	<b>\$463,954</b>

Here The Profit percentage on sales is 11%

### Scenario 1

