

GLOBAL MART SALES PERFORMANCE ANALYSIS.

INTRODUCTION.

Global Mart is a multinational retail company offering a broad range of product categories such as Furniture, Office Supplies, and Technology. With a global footprint, the company operates in diverse regions, which presents unique challenges and opportunities in sales performance. The objective of this project is to leverage data-driven decision making to uncover trends, identify areas of improvement, and drive strategic decision-making for maximizing profitability.

DATA UNDERSTANDING.

The source of the data was generated from Moringa School Learning management system via the following link. https://drive.google.com/uc?export=download&id=1PDtyLAqP9P_D_gSODbOUUnN_ZM1pq_JXs. The dataset has the below columns,

Order ID: Unique identifier for each order

Order Date: Date the order was placed

Ship Date: Date the order was shipped

Region: Geographical region (e.g., East, West, Central, South)

State: State within the region

Category: Product category (e.g., Furniture, Office Supplies, Technology)

Sub-Category: Sub-category of the product (e.g., Chairs, Binders, Phones)

Product Name: Name of the product

Sales: Revenue generated from the sale

Quantity: Number of units sold

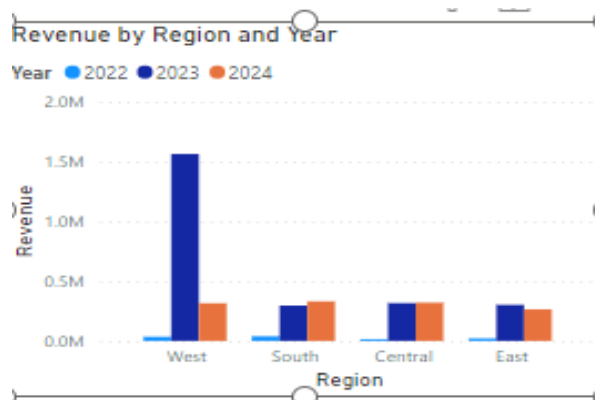
Discount: Discount applied (in percentage)

Profit: Profit earned from the sale.

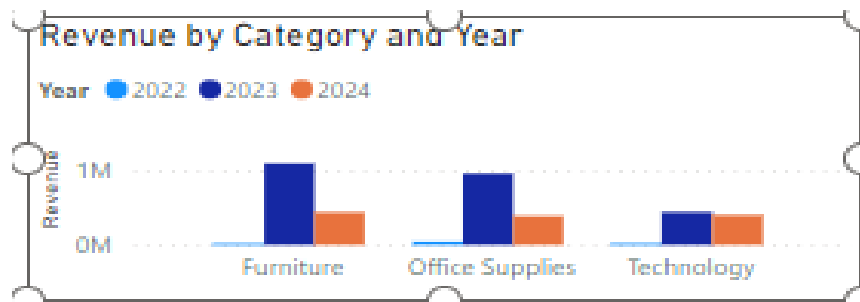
DATA PREPERATION.

For the missing and null values, I replaced with zero, the column with lower case I ensured the names starts with an uppercase letter.

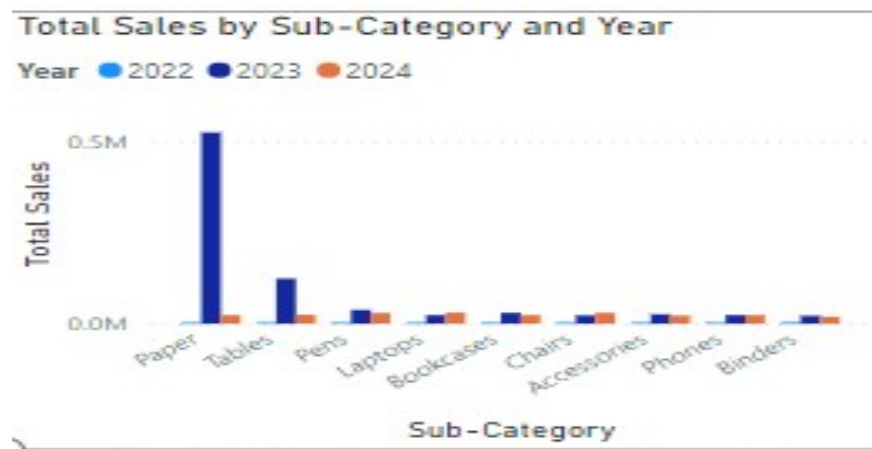
EVALUATION.



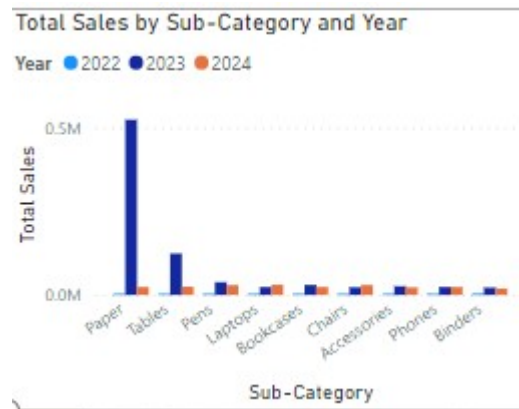
Based on the findings there was no significant changes over the years when looking at the regions. In the west region there was a 25% decrease in sales compared from the sales in the year 2023.



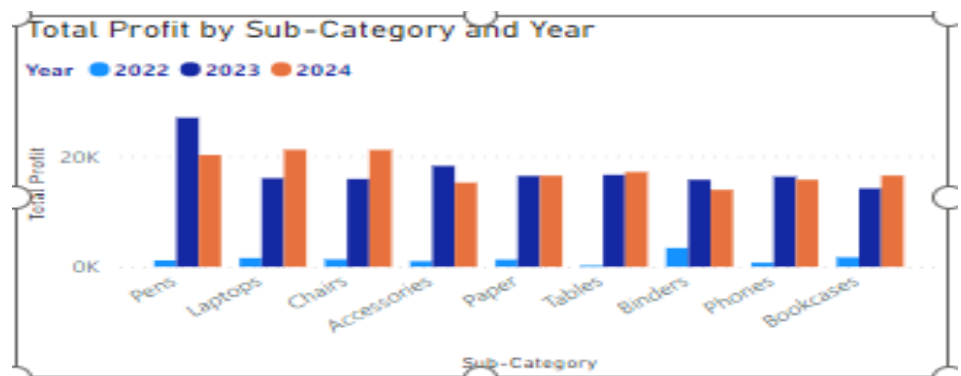
Based on the findings above there was a 25% increase on sales of the products by the category compared to sales by category in the year 2022, and a drop in sales of the product by category in the year 2024.



Based on the findings above there was a 75% increase on the sales of Subcategory products in the year 2023 compared in the year 2022, and a decrease in the sales of subcategory in the year 2024.



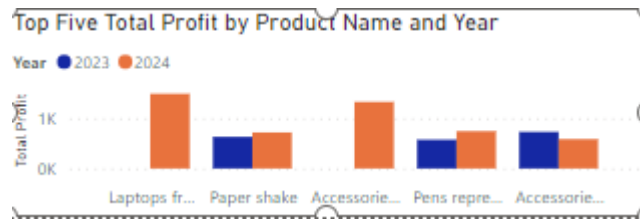
Based on the findings above, there was a 75% increase in the sales of the subcategory products in the year 2023 compared in the year 2022. But on the same the company recorded a 50% decrease in the sales of sub category products in the year 2024.



Based on the findings the company made a 75% profit on the sales of its subcategory products in the year 2023 and 2024 compared in the year 2022.



Based on the findings the top five sales by product name were Papers, Tables, laptops and pens.



Based on the findings the company made more profits on Laptops, paper shake, Accessories, and Pens in the year 2023 and 2024.

DEPLOYMENT.

The company should do research to investigate the factors contributing to the company making more profits and selling on its product in the year 2023 and the year 2024 so as to proper the business forward in the future.