Sales Analysis

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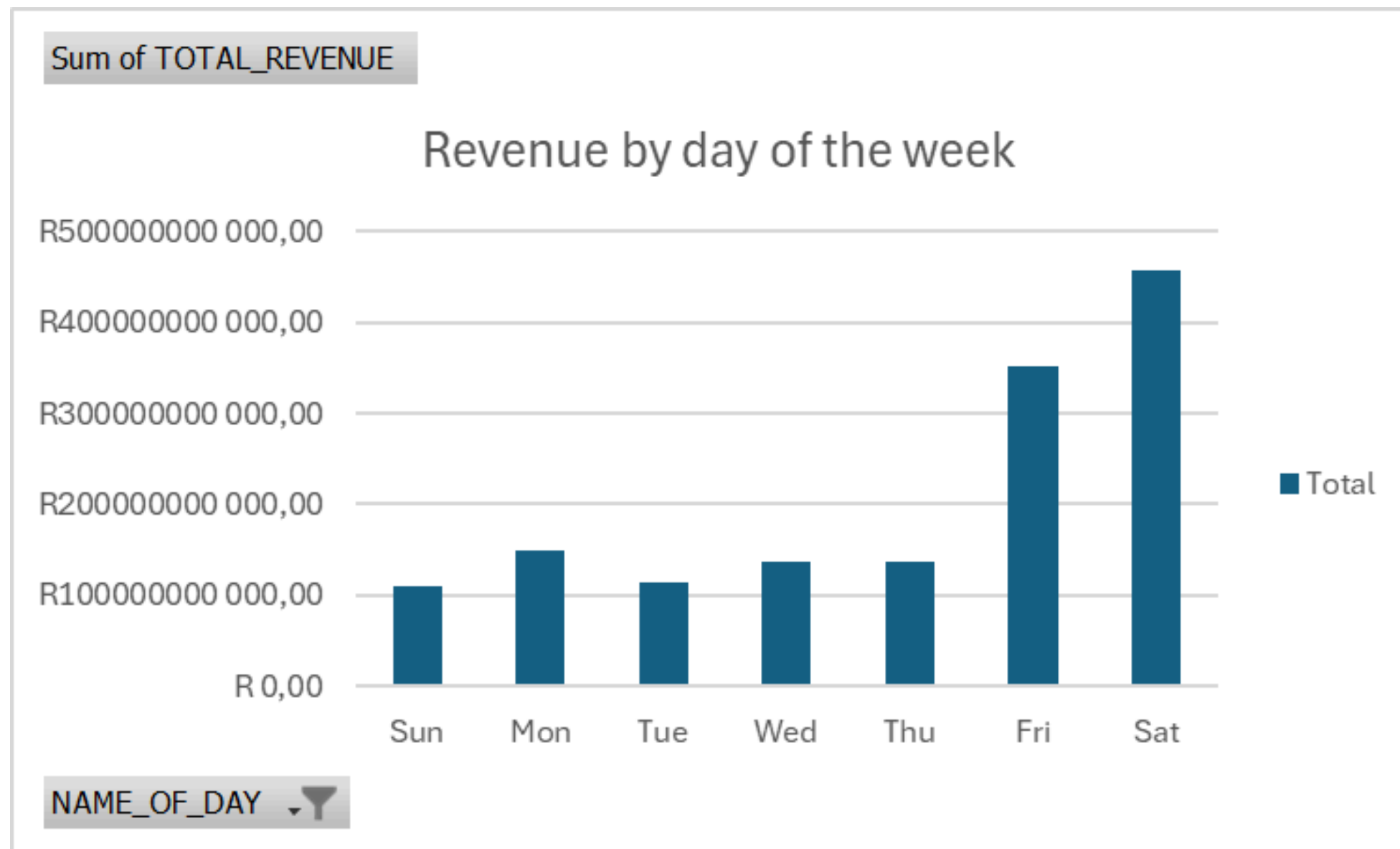
- Month

Average Sales per day of the week
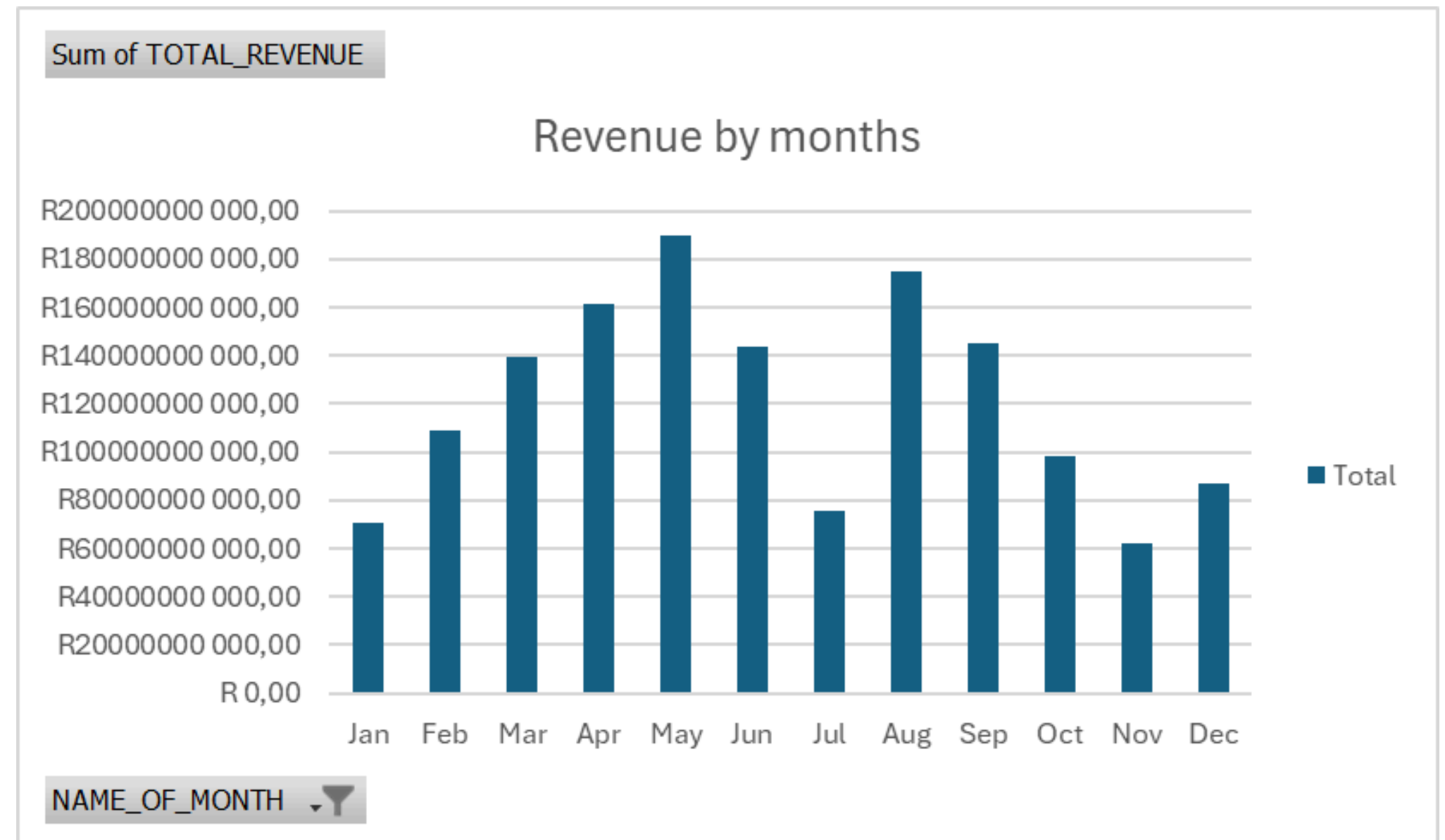
Cost of Sales

Key Insight

Conclusion

Revenue by Day of the week

When we look at the result of from the graph, we see that the most revenue is made on Saturday

Revenue by Month

It seems at though Revenue is made on a continous based but the month where the most revenue is made is May
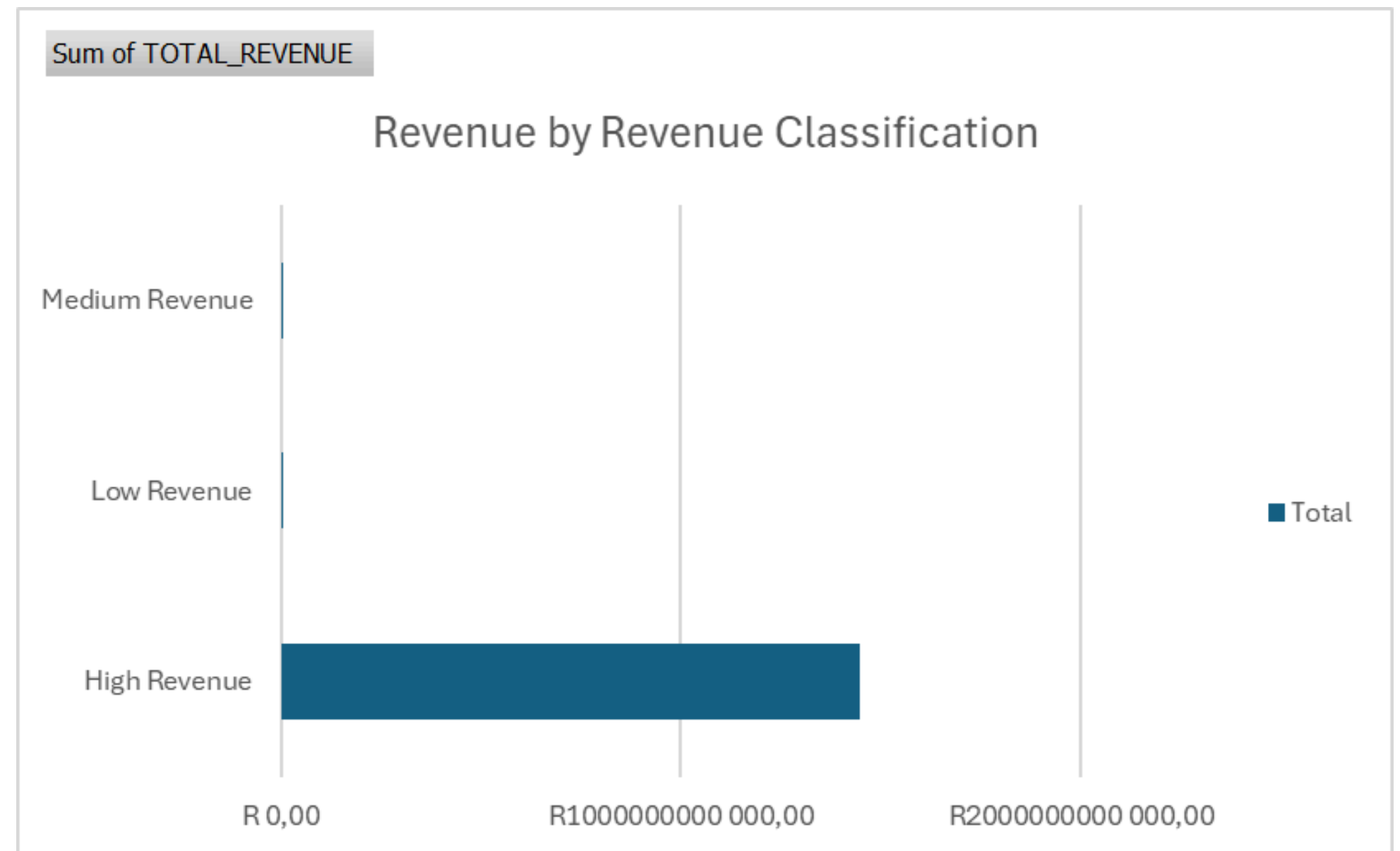
Revenue Classification

So using buckets, we classified the revenue figures to see where the revenue falls.
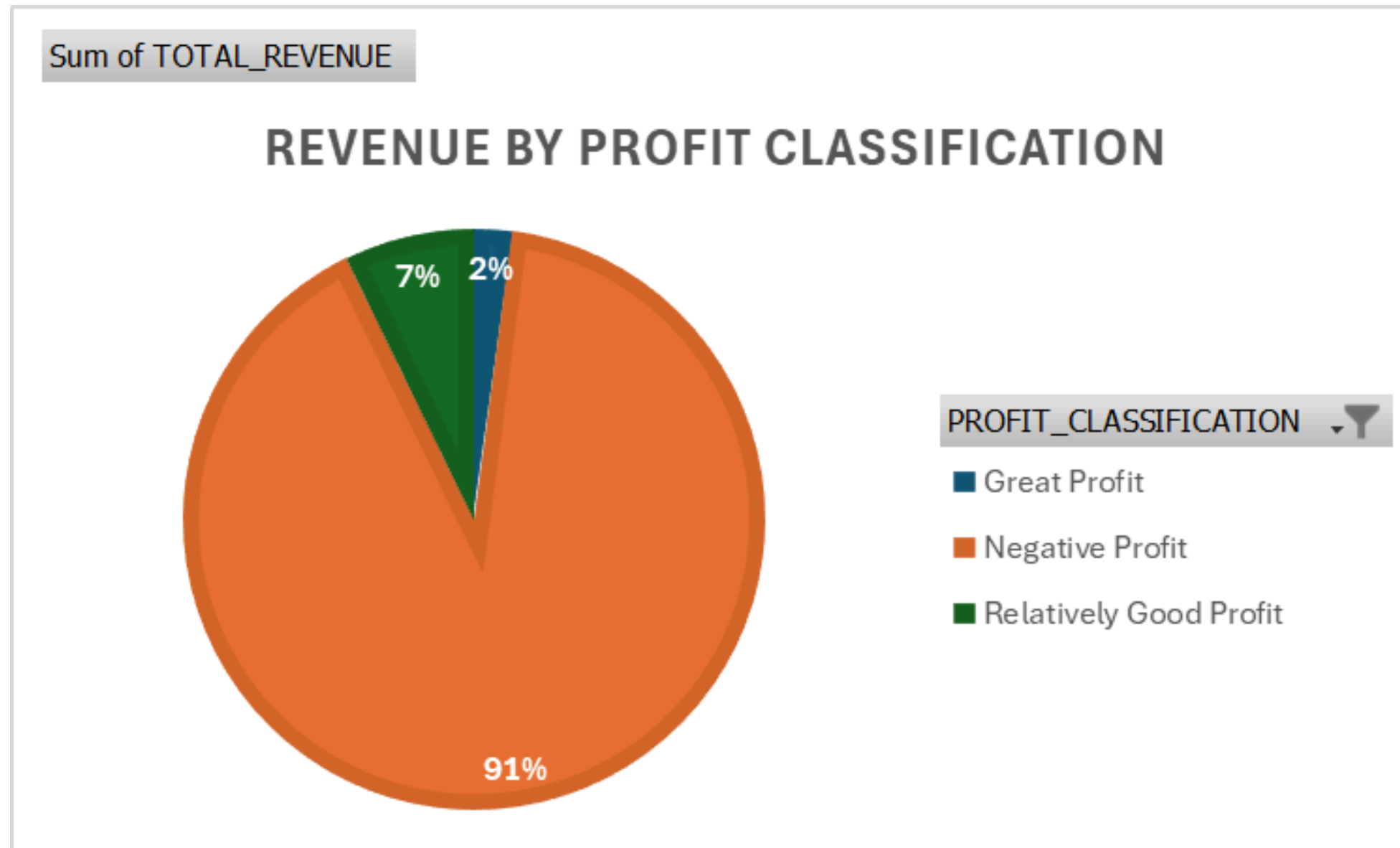Low Revenue : < 50000000
Medium Revenue : 50000000 - 100000000
High Revenue : > 100000000
So we can see that it is mostly high revenue

Revenue by Profit Classification

Sum of TOTAL_REVENUE

REVENUE BY PROFIT CLASSIFICATION

7% 2%

91%

PROFIT_CLASSIFICATION

- Great Profit
- Negative Profit
- Relatively Good Profit

I thought of also classifying the profit, so that we can assess the profit percentages
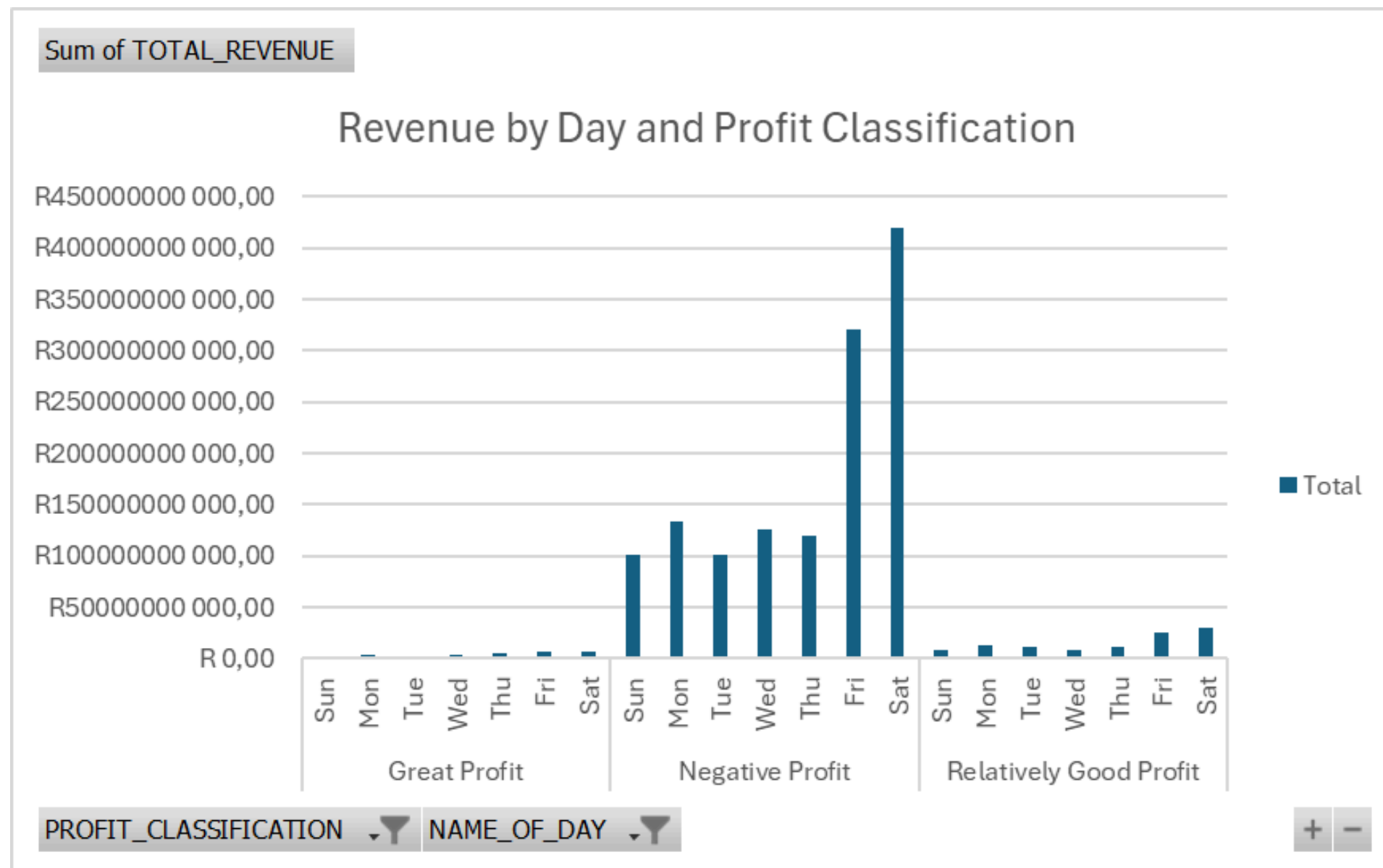Negative Profit : < 0
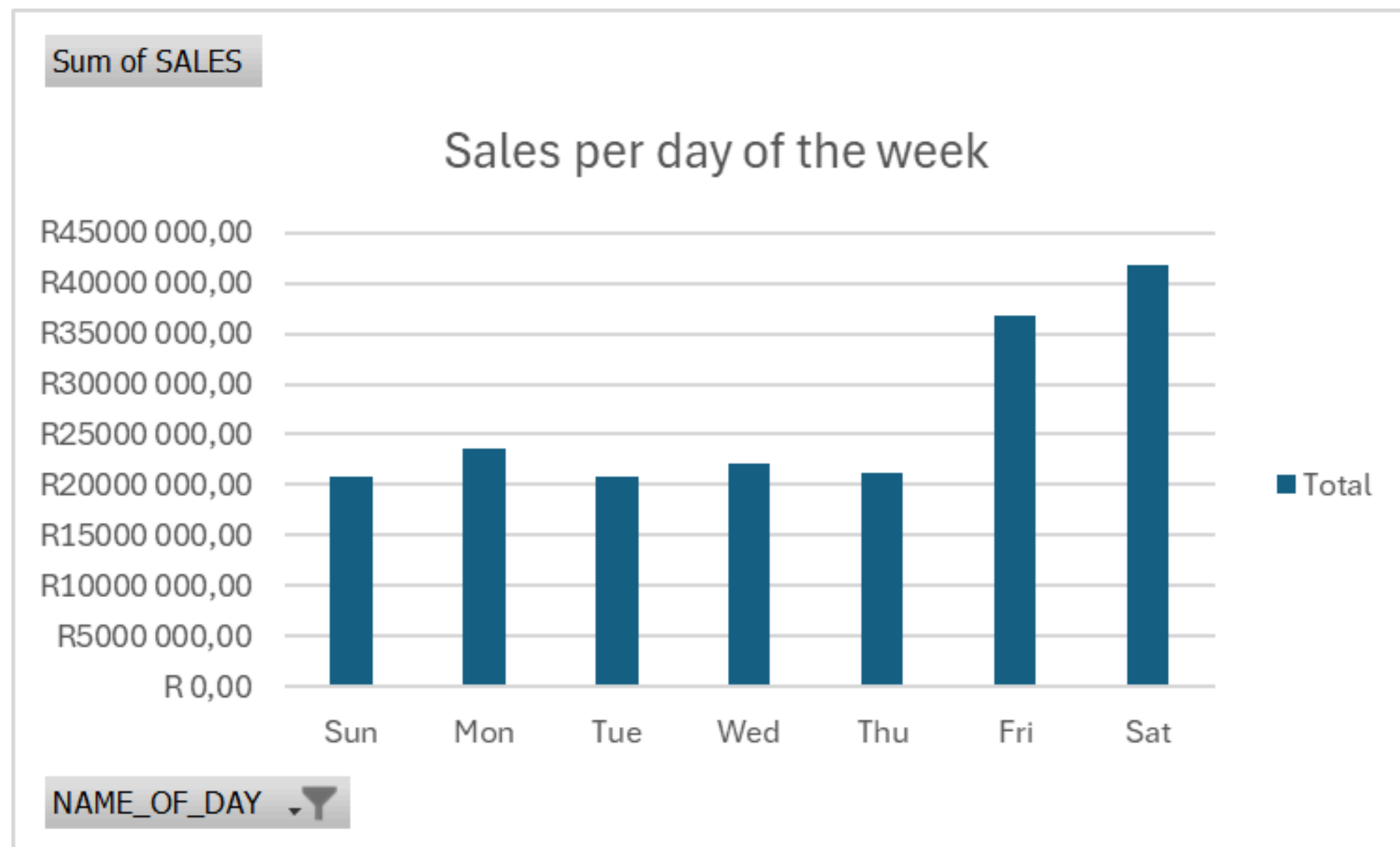Relatively Good Profit : 0.1 - 5.99
Great Profit : > 6
With the analysis having been done, we can see that there is mostly negative profit. Which basically means that there are more losses than profits
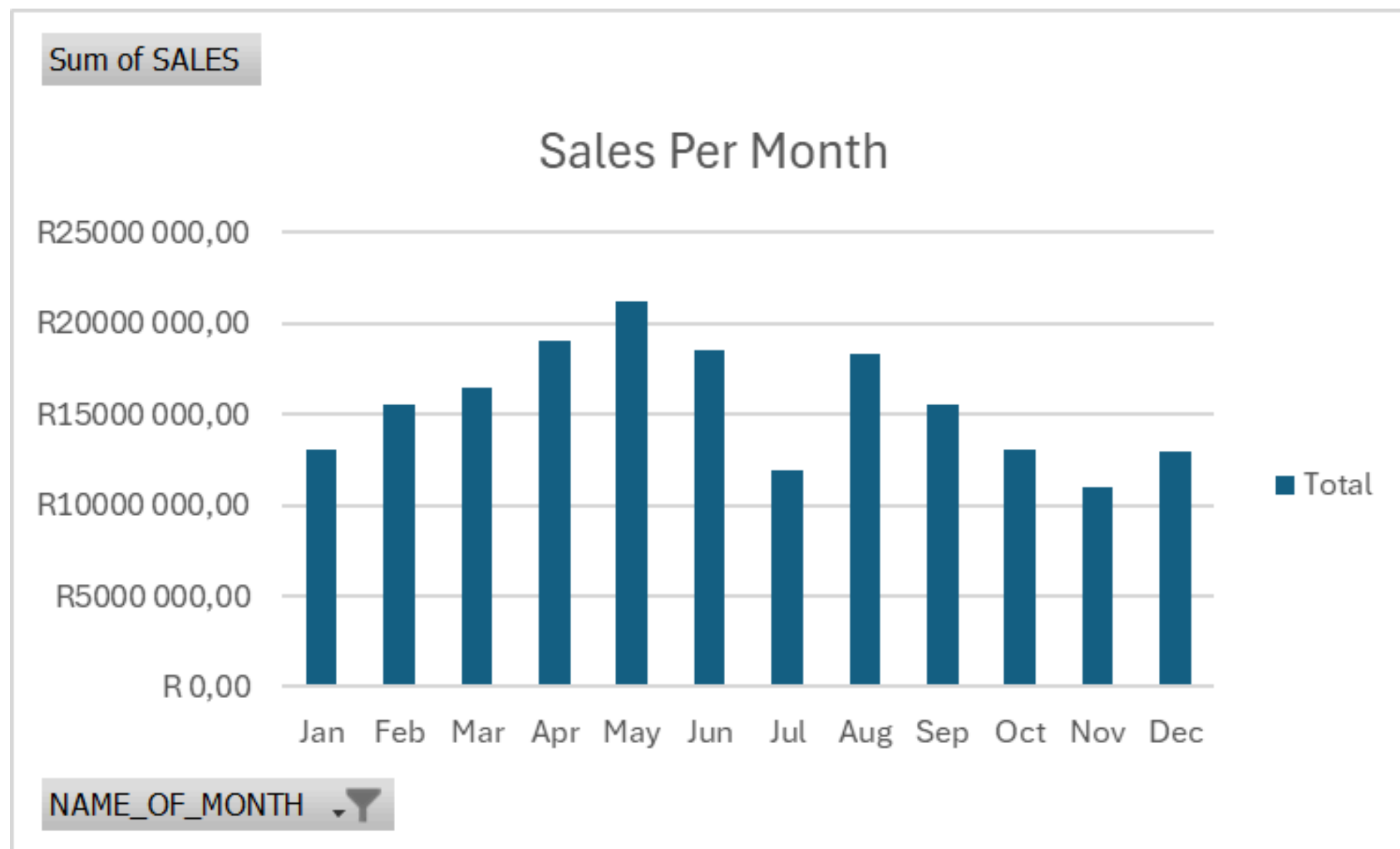
Revenue by day and profit Classification

Looking at the profit classification and day of the week, it has highlighted that the negative profit is mostly made Saturdays and Fridays

Sales per day of the week

From this, i then looked at sales per day of the week and indeed the day that most sales were done is Saturday then its friday
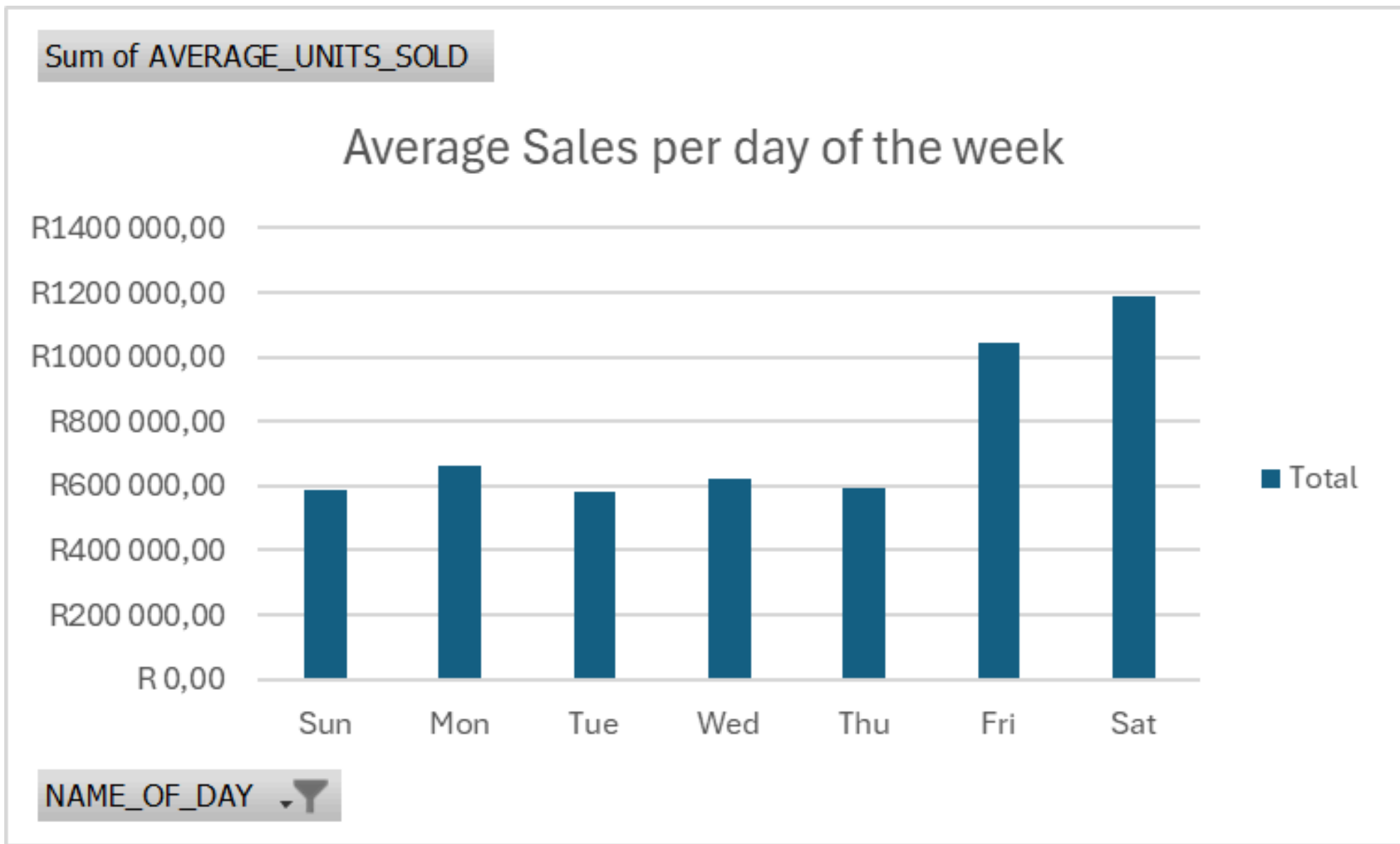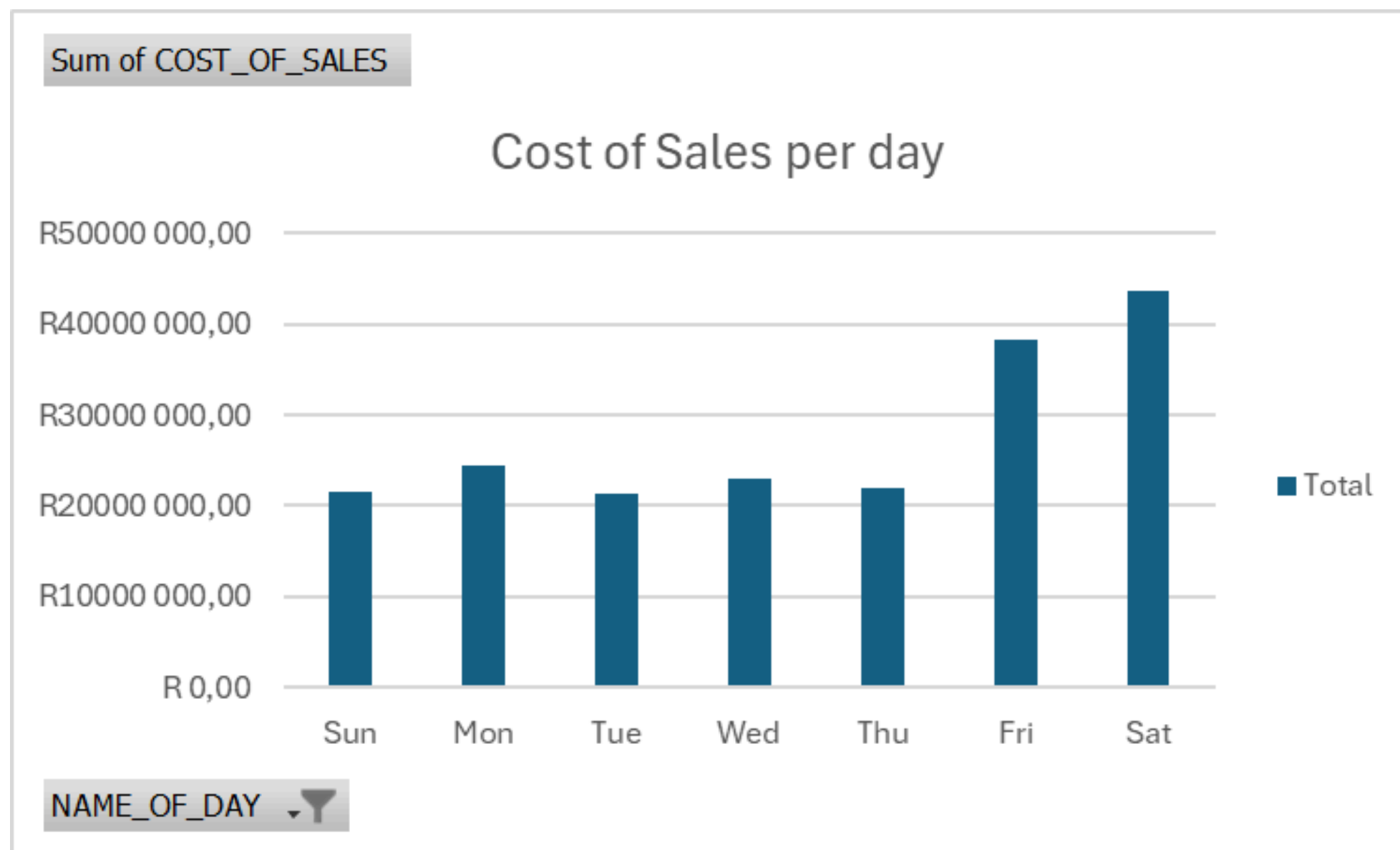
Sales per month

Looking at the sales per month, its clear that may is the month where the most sales took place. April, June and August are not far off.

Average Sales per day of the week

When looking at the averge sales by the days of week, we can see that saturday is the day that leads

Cost of Sale Per day

Looking at the cost of sales per day, we can see that the day where the highest cost of sales is, is saturday

Key Insight

- Saturday is the day where the most revenue is made, the most sales took place, the highest average cost of sales was achieved, and the highest cost of sales was achieved. Therefore Satuday is where the most action takes place.
- May is the month where the most revenue is made and where the most sales took place. The other months are not that far of but May leading.
- A loss is being made instead of profit as 91% of the profit percentage is negative.

If more sales can be made on other days in the week, we would see more growth in the sales
The business is honestly making a loss instead of profit

Conclusion