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SALES REPORT FOR ELITE RETAILS

Data-Driven Insights and Analysis

16 Nov, 2024

MD TARIF

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OBJECTIVE

- Build a system to analyze and visualize sales performance.
- Facilitate data-driven decision-making.
- Enhance business strategies.

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KEY FEATURES

01 Total Sales Analysis

02 Sales by Product Category

03 Regional Sales Insights

04 Trends Over Time

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AGENDA

01 Sales (Yearly Folder)

02 Categories (Excel)

03 Geography (Excel)

04 Subcategories (Excel)

05 Product Data (CSV/Database)

06 Sales Representatives (Excel)

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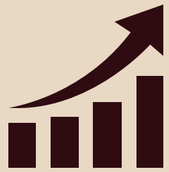
DATA MODELLING



Split city and country from the location field.

Fix date formats for consistency.

Cleaned and prepared data for analysis.

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CALCULATED METRICS

- **Total Revenue = Retail Price × Units Sold.**
- **Total Cost = Standard Cost × Units Sold.**
- **Gross Profit = Total Revenue – Total Cost.**

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TREND ANALYSIS

- Analyzed quarterly performance.
- Monitored month-over-month growth.
- Identified top-performing products.

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DASHBOARDS AND VISUALS

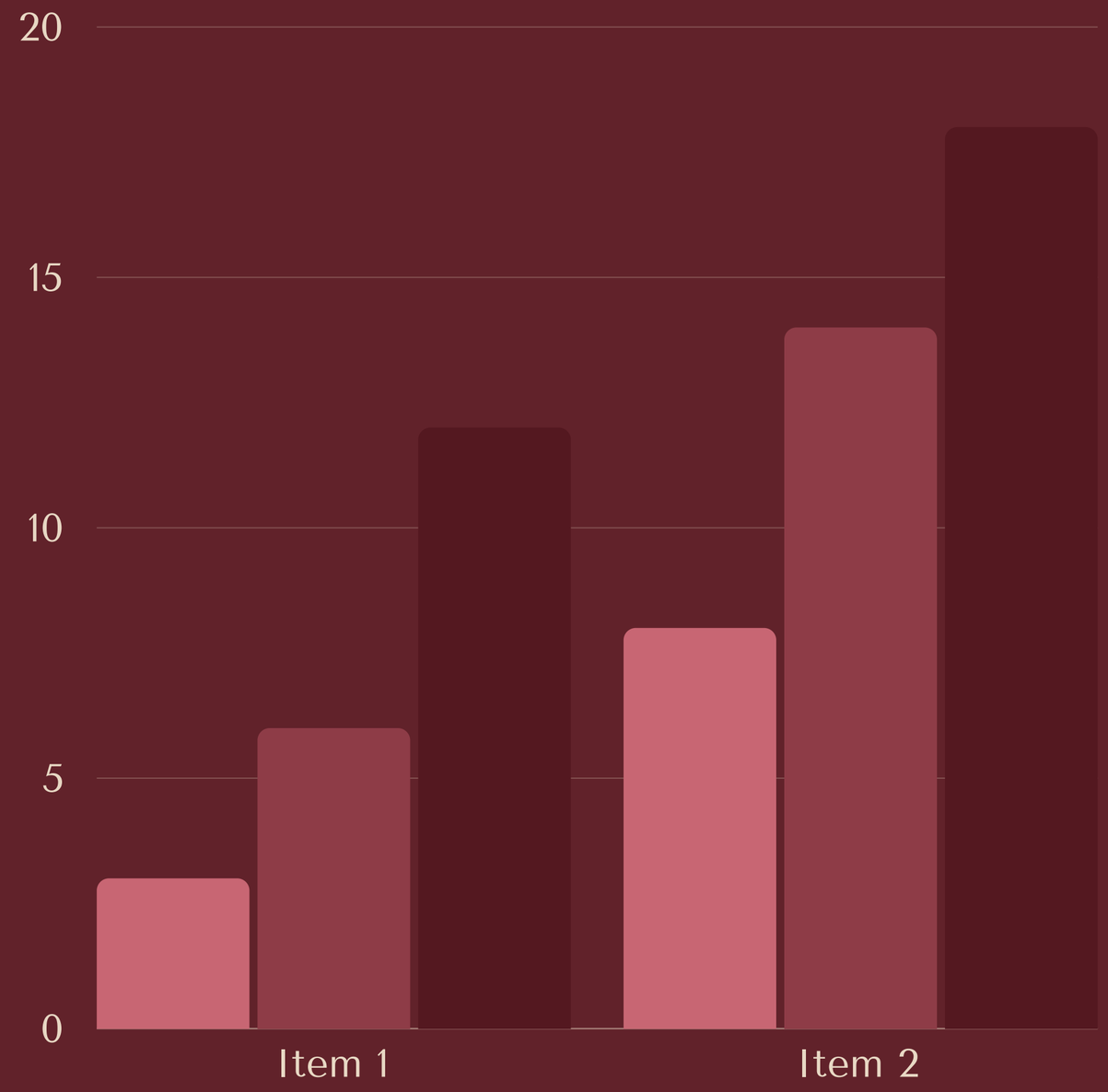
- **Interactive sales overview.**
- **Visual breakdown by category, region, and trends.**
- **Clear KPIs for decision-making.**

ITEM 1

79%

ITEM 2

49%



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CHALLENGES I FACED

1
Combining Data: Merging multiple sources.

2
Automation: Handling missing/new files.

3
Design: Ensuring intuitive visuals.

4
Date Sorting: Correctly ordering months.

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CONCLUSION

- The project successfully delivers actionable insights.
- Simplifies sales reporting for better strategies.
- Overcame challenges to enhance my technical skills.

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THANK YOU

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