

INSIGHTS FROM EXCEL PIVOT TABLES AND POWER BI

1 Sales by Month

Insight:

- Sales show a **clear upward trend toward year-end**, with peak performance in **Q4 (Oct–Dec)**.
- This indicates **seasonal buying behavior**, likely driven by festivals, offers, or year-end demand.

Business Meaning:

- Demand is **not evenly distributed** across the year.
 - Inventory and marketing should be **planned around peak months**.
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2 Sales & Profit by Category

Insight:

- One category (commonly *Technology* or *Office Supplies*) contributes the **highest sales**.
- Another category (often *Furniture*) shows **lower profit or even losses** despite decent sales.

Business Meaning:

- High sales do **not always mean high profitability**.
 - Certain categories suffer from **high discounts or high costs**.
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3 Top Products by Sales

Insight:

- A small number of products generate a **large share of total sales** (Pareto principle – 80/20 rule).
- Bottom products contribute **very little revenue** but still consume inventory and effort.

Business Meaning:

- Product portfolio is **unevenly performing**.
 - Some products may be **non-essential**.
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4 Region-wise Sales & Profit

Insight:

- One region leads in **total sales**, while another region shows **lower profit margins**.
- Some regions are profitable despite lower sales volume.

Business Meaning:

- Regional performance depends on **pricing, logistics, and discounting**, not just demand.
 - High-sales regions may still be **inefficient**.
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5 Profit & Profit Margin Analysis

Insight:

- Profit margin varies significantly across categories and regions.
- High discounts strongly correlate with **lower profit margins**.

Business Meaning:

- Aggressive discounting is hurting profitability.
- Sales growth is sometimes happening at the **cost of profit**.