**INSIGHTS OF SALES DATA**

**CONTEXT**

**Objective:** The primary goal of this dashboard is to analyse the sales performance over the past year, identify trends, and uncover opportunities for growth. We aim to provide actionable insights for the sales management team to optimize strategies and improve performance.

**Scope:** The analysis covers the Sales data from the last twelve months, focusing on key metrics such as total sales, sales by category, sales trends over time, and product performance. This dashboard integrates data from various sources, including sales type, sales category, and product types.

**Audience:** This dashboard is intended for the sales management team and decision-makers who require insights to guide their strategies and actions.

**ANALYSIS**

**Data Collection:** The data was sourced from the Sales database, which includes Order ID, Sales ID, Date, Order, Transaction type, Sale type, Sales channel, Product type, Product, Net quantity, Gross sales, Discount, Return, Net sales, Shipping, Taxes and Total sales.

**Data Cleaning:** Before analysis, the dataset was cleaned to remove duplicates, address missing values, and ensure data consistency. Columns that were irrelevant to the analysis were excluded.

**Techniques Used:** The dashboard utilizes Pivot Tables for summarizing data, various charts (e.g., bar, line, pie) for visualization, and slicers for interactive filtering. Key metrics highlighted include:

**1. Total Sales**

The total revenue generated from all sales within a specific period.

Formula: Sum of all sales figures.

Purpose: Indicates overall business performance and revenue generation.

**2. Average sales**

The average sale of per order value of all the sales within the time period.

Formula: Average of sales for each category.

Purpose: Identifies strong and weak markets, guiding regional marketing strategies.

**3. Quantity**

The number of quantities produced by each category.

Formula: Sum of quantity for each region.

Purpose: Identifies which categories are performing well and which may need improvement or more focus.

**FINDINGS**

* **Total Sales Performance:** Total sales over the past year amounted to $ 68,141,491, reflecting an increase compared to the previous year.
* **Sales channel analysis:** The Point of sale (sales channel) generated the highest revenue ($ 62,717,117), followed by Online store ($ 53,98,774) and Draft orders ($ 25,600). This indicates a strong preference for Point of sale among customers.
* **Sales Trends:** Sales peaked in September, while the lowest sales were recorded in December. This seasonal trend suggests an opportunity for targeted marketing strategies during the slower months.

**CONCLUSION**

**Key Takeaways:**

* The store has experienced significant overall **growth in sales**, particularly in the month of **September**.
* The **Baby Formula** product sold Online stores sales channel has the **greater number of returns**.
* The **Point of sale** (Sales channel) has sold the **highest number of orders** which increased the total revenue of the store.
* In providing Discounts, the **Point of sale** (Sales channel) has comparatively provided **more discount** to the customers.

**Recommendations:**

* The store should **increase the promotions** in the month of **January, February, November and December** to maintain a good average total revenue.
* The store should **focus on the quality** of the products to **reduce the return rates**.
* The store should also provide **advertisements** regarding the **online store** to boost the number of orders placed and the sales.
* One of the ways of increasing the sales in the Online store is to **increase the Discount rate** to attract a large number of **customers worldwide**.

**Future Considerations:**

* Conduct customer surveys to gather feedback on quality and service experiences.
* Explore expanding the product types to capitalize on existing demand.
* Monitor competitor activities to identify potential threats and opportunities in the market.