

# Sales Data Analysis Report

## Project One

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## Executive Summary

The sales figures for a corporation over the course of a year (2019) are thoroughly examined in this report. The investigation looks at a number of things, such as product sales, income creation, and city-specific sales data. The management of the organization will use these insights to make educated decisions and to improve their sales methods, which is the analysis' main purpose.

## 1. Product Analysis

### Qt1. Number of Unique Products Sold

The company sells a total of 19 unique products.

### Qt2 List of Standout Items Sold

The following is a list of standout items sold by the company:

- Macbook Pro Laptop
- LG Washing Machine
- USB-C Charging Cable
- 27in FHD Monitor
- AA Batteries (4-pack)
- Bose SoundSport Headphones
- AAA Batteries (4-pack)
- ThinkPad Laptop
- Lightning Charging Cable
- Google Phone
- Wired Headphones
- Apple Airpods Headphones
- Vareebadd Phone
- iPhone

- 20in Monitor
- 34in Ultrawide Monitor
- Flatscreen TV
- 27in 4K Gaming Monitor
- LG Dryer

### **Qt3 Product Pricing**

Each product has a different pricing, with the Macbook Pro Laptop coming in at \$1700 as the most costly. The AAA Batteries (4-pack) are the cheapest item, costing \$2.99.

### **Qt4 Total Quantity Sold for Each Product**

The amount of each product sold by the corporation varied. According to overall sales, the top three items are:

- AAA Batteries (4-pack): 31,017 units
- AA Batteries (4-pack): 27,635 units
- USB-C Charging Cable: 23,975 units

## **2. Revenue Analysis**

### **Qt1 Total Sales**

The aggregate sales of all goods equal \$34,492,035.97.

### **Qt2 Percentage of Sales by Product**

The product with the highest profit margin, accounting for 23.30% of all sales, was the Macbook Pro laptop. The iPhone (13.90%) and ThinkPad laptop (11.97%) are two further high-contributing items.

### **Qt3 City-wise Revenue Generation**

The company conducted sales in a total of 9 cities. San Francisco generated the highest revenue, totaling \$8,262,203.91.

### **Qt4 Top and Least Revenue-Generating Products by City**

In San Francisco, the top three revenue-generating products were Macbook Pro Laptop, iPhone, and ThinkPad Laptop. In contrast, the least revenue-generating product in Austin was AAA Batteries (4-pack).

### 3. Recommendations

Based on the analysis, here are some recommendations for the company:

1. **Product Focus:** Given the high revenue generated by the Macbook Pro Laptop, consider focusing marketing efforts on promoting and upselling this product. Additionally, explore strategies to boost sales of the iPhone and ThinkPad Laptop.
2. **Pricing Strategy:** Evaluate the pricing of lower-priced items like AAA Batteries (4-pack) and consider bundling or promotional offers to increase sales.
3. **City Expansion:** Explore opportunities for expanding sales operations in cities like San Francisco, which generate the highest revenue.
4. **Quarterly Analysis:** Continue to monitor sales on a quarterly basis and adjust strategies accordingly. The fourth quarter showed a significant increase in average sales compared to other quarters.
5. **Product Diversification:** Consider diversifying the product range to capture a wider market segment and reduce dependence on a few top-selling items.

### 4. Conclusion

This research offers insightful information on the business's 2019 sales performance. The business may work toward boosting revenue and attaining sustainable growth by concentrating on top-performing items, improving pricing tactics, and expanding operations in important cities.