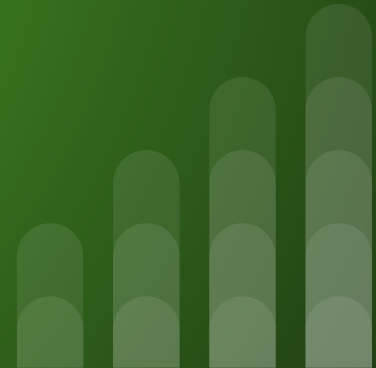


# Sales and activity Analysis Report

Key Metrics and Trends Overview



# Introduction

## 1. Purpose of the analyses:

This analysis project is part of my data analytics course, where I am gaining practical experience in applying data analysis techniques.

## 2. Objective:

Analyze sales data to identify trends, patterns and seasonality

Assess the performance of sales employees based on sales volume and customer interactions

Gain insights into customer behavior, preferences, and purchasing patterns

Provide recommendations for optimizing business strategies based on the analysis results

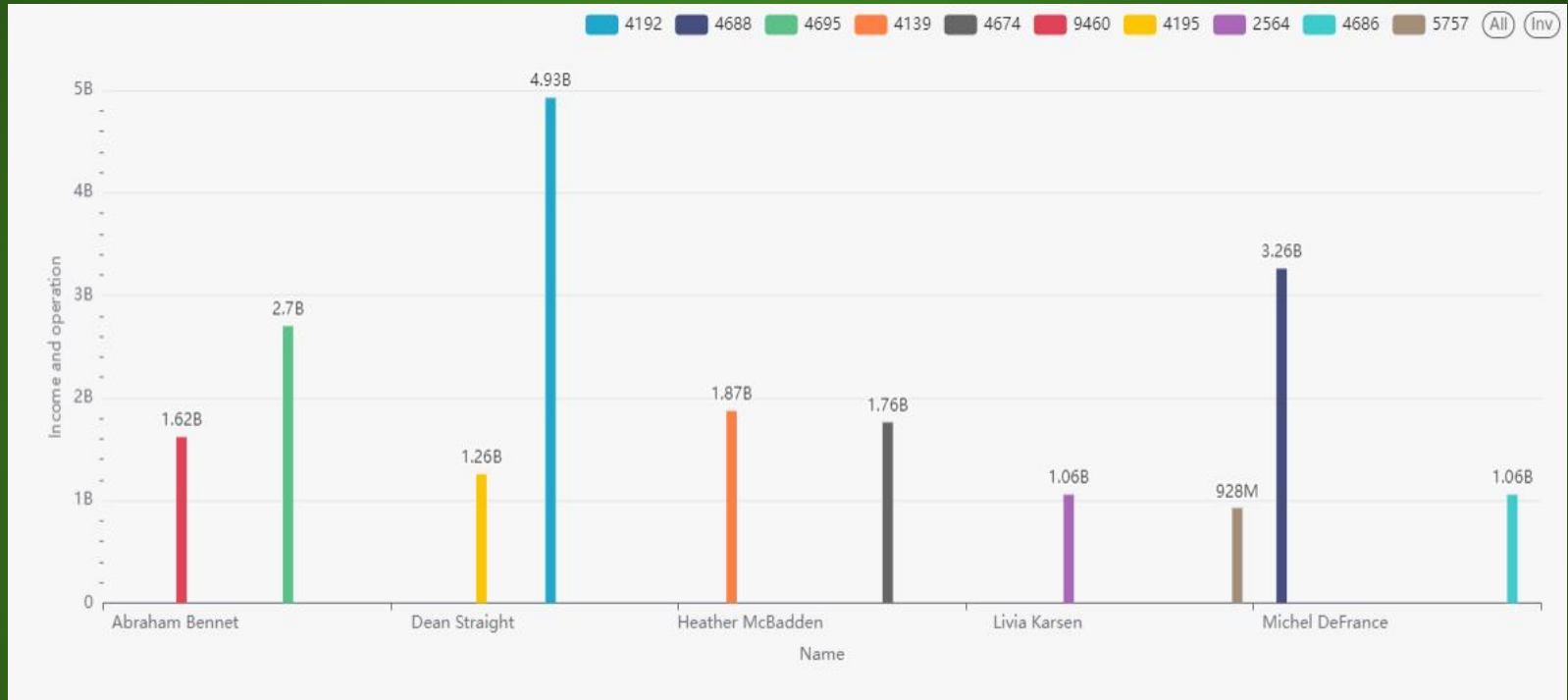
### 3. Tools used:

Using analytical tools, including Superset and SQL, to manipulate and visualize data effectively

### 4. **Optimize Business Strategies:**

Provide recommendations for optimizing business strategies based on the analysis results

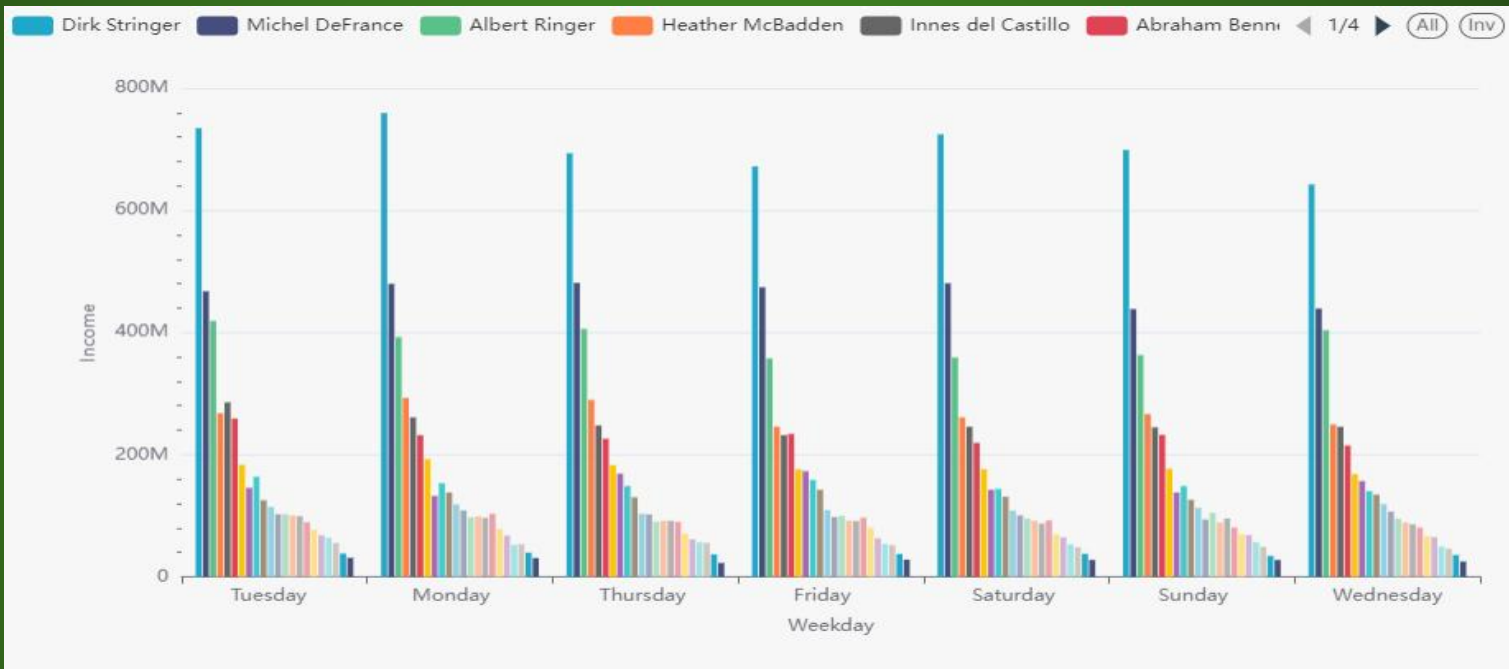
## Top 10 Sellers



This diagram displays the total income for the top 10 sellers.

Insights: Dirk Stringer emerges as the most successful seller, despite having conducted fewer operations compared to other top sellers.

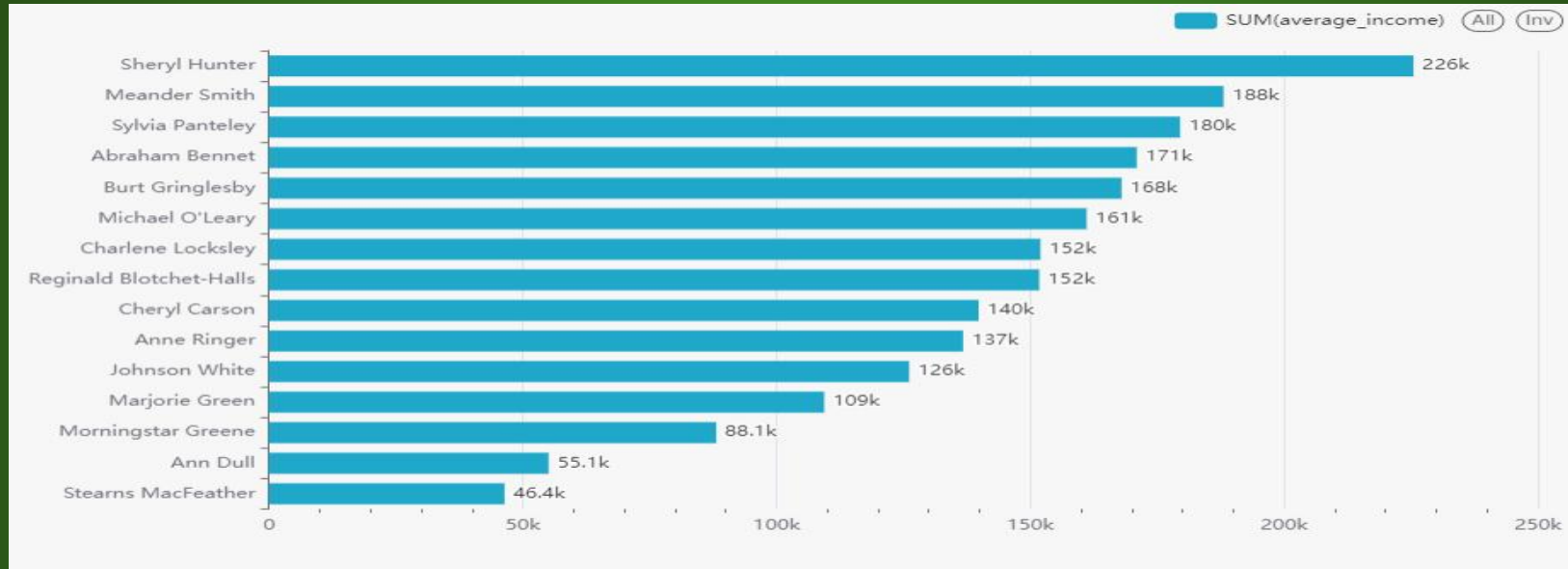
## Day of the Week Income



Illustrates the total income for each day of the week.

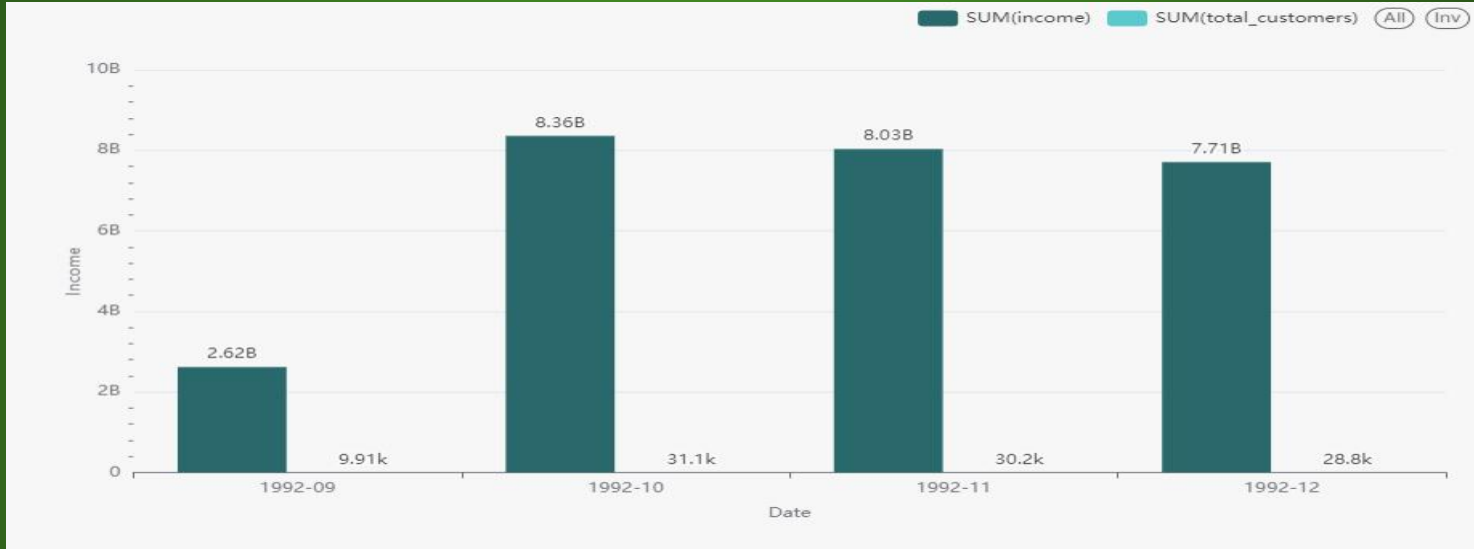
Insights: Dirk Stringer consistently stands out as the most successful seller, with the highest income on Mondays and a consistently strong performance throughout the week.

## Lowest average income



The provided chart indicates that there are 15 sellers falling into the category of lowest\_average\_income. Their income range falls between 46,407 and 225,516

## Customers and income by Month



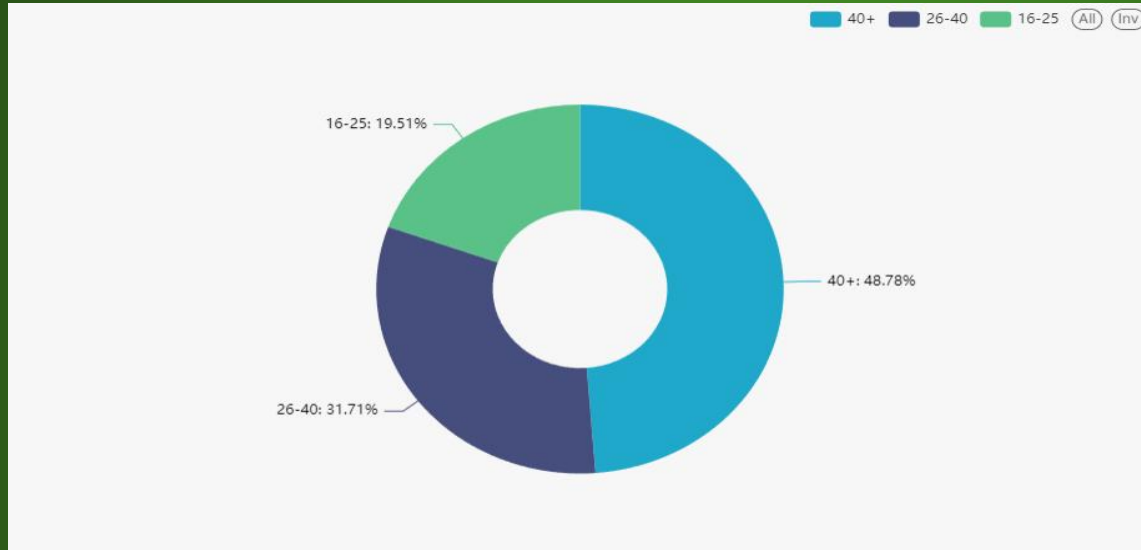
Displays data for 4 months: September, October, November, and December.

September has the lowest income and fewer customers.

Direct correlation observed between monthly income and the total number of customers.

Insights: Lower customer count in September correlates with the lowest income for the period

## Analysis of Age Groups



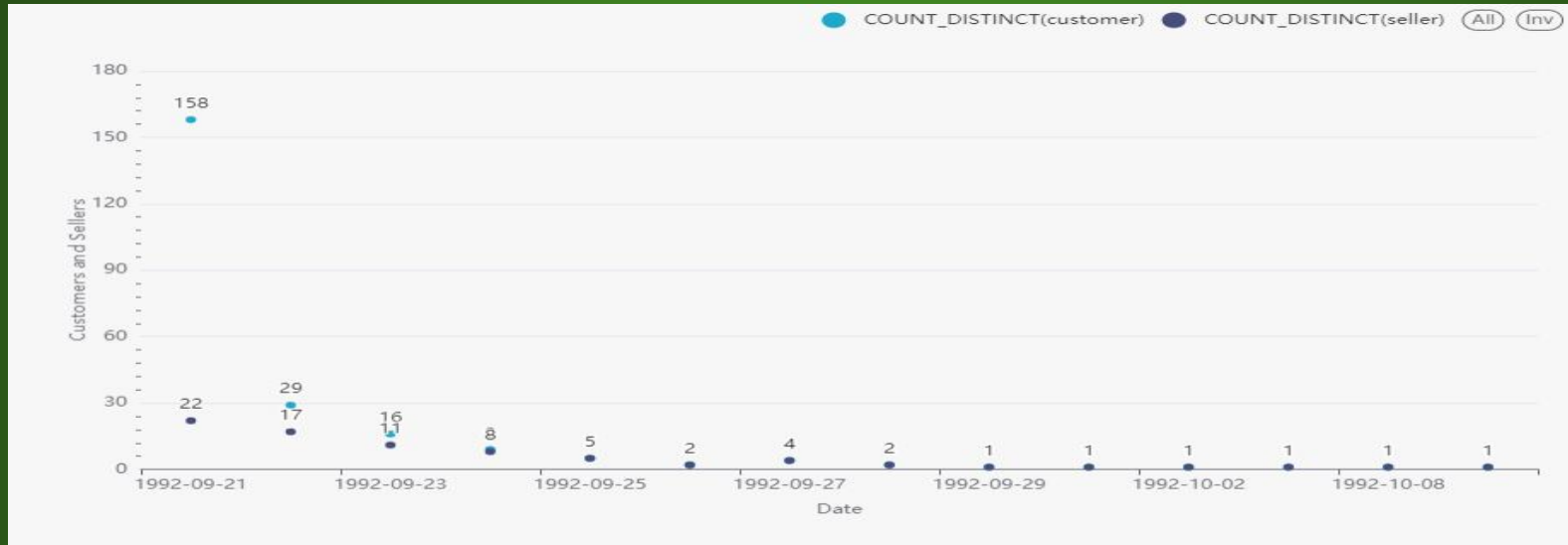
The majority of the audience is aged 40 and above.

Youth (16-25 years) is actively represented, comprising 19.5%.

The middle-aged audience (26-40 years) holds an intermediate position at 31.7%.



## Analysis of Special Offers



The initial day of the sale witnessed the highest customer engagement with a total of 158 customers.

In the following days, the number of customers decreased significantly, reaching a minimum value of 1.

The overall trend indicates a short period of interest in special offers

Based on the insights gathered from our analysis, here are some strategic recommendations to enhance our business performance:

Explore ways to replicate the success of Dirk Stringer across the entire top sellers group

Provide additional support or incentives to encourage increased operations and income among top sellers

Identify factors contributing to the lowest average income and develop initiatives to support these sellers in improving their performance.

Offer training or resources to help them increase their income within the given range.

Consider creating targeted campaigns that resonate with both the mature audience and the active youth demographic.

Evaluate the possibility of extending or diversifying special offers to maintain customer interest beyond the initial day

LINK TO DASBOARD:

[https://7aea1283.us2a.app.preset.io/superset/dashboard/9/?native\\_filters\\_key=Hao0cv-oC54sFspGRgCuX6fsfFsBTennFb-TSxL\\_bDn-v1704cF0-uug5thu2ZBb](https://7aea1283.us2a.app.preset.io/superset/dashboard/9/?native_filters_key=Hao0cv-oC54sFspGRgCuX6fsfFsBTennFb-TSxL_bDn-v1704cF0-uug5thu2ZBb)

Thank you for your attention