



VOLLTREFFER SPORT SALES 2022

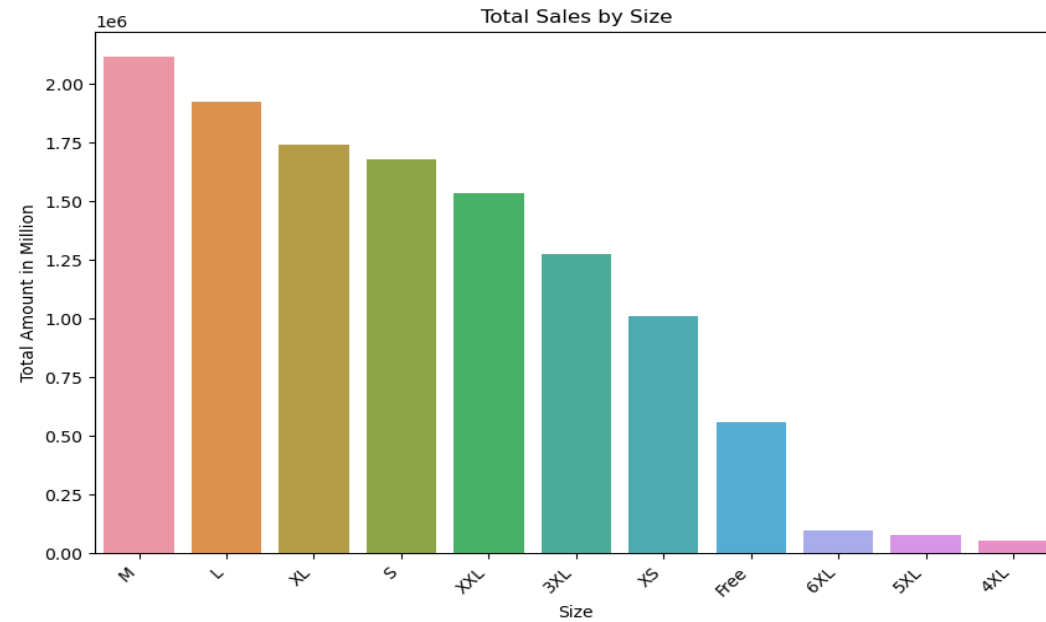
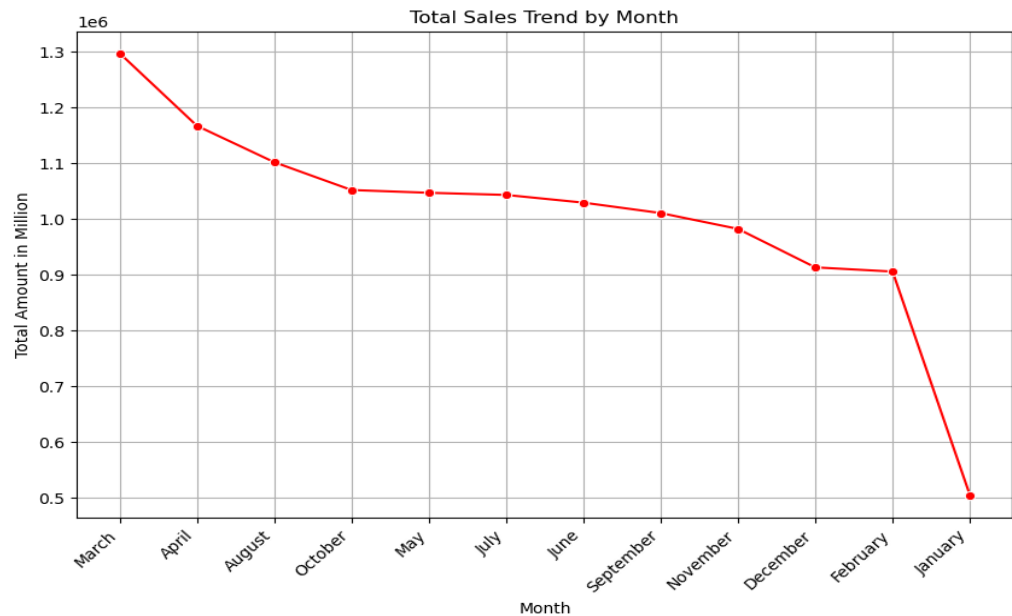
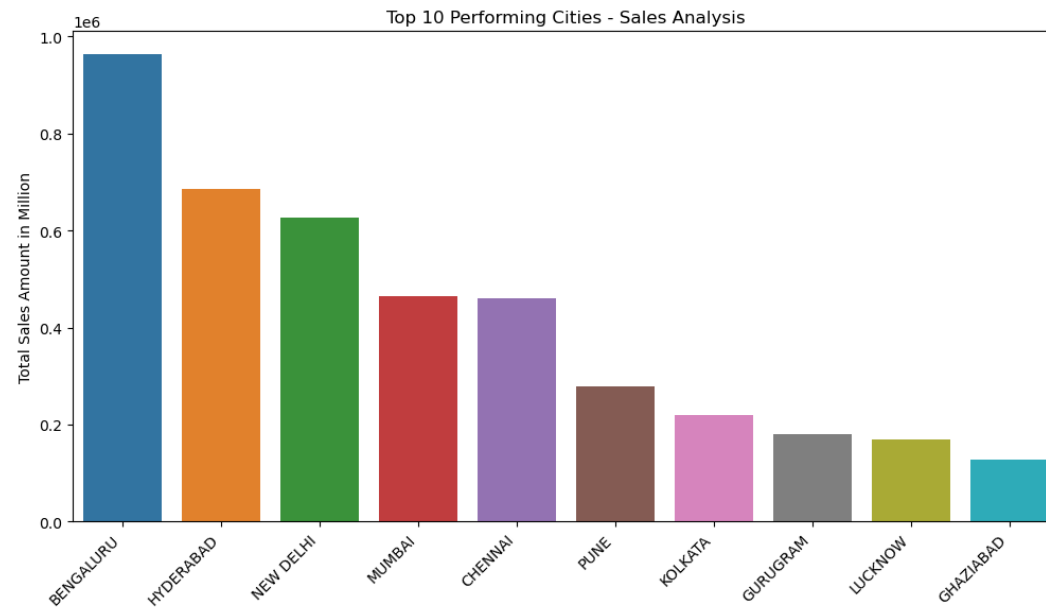
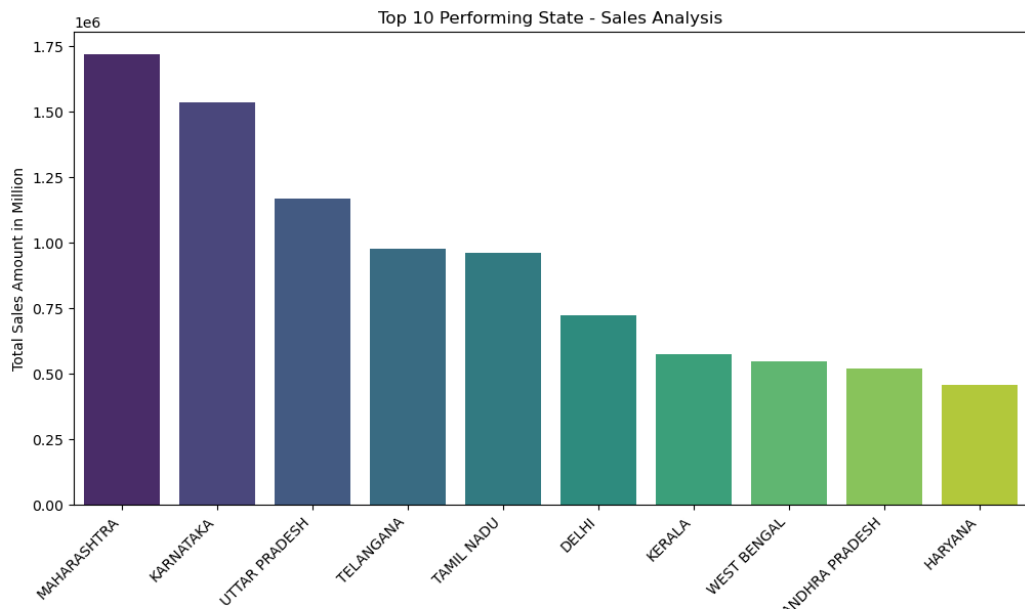
**Unveiling Insights: Python-Powered Analysis of Volltreffer Sports' 2022
Sales Data for Strategic Excellence"**

Project Overview

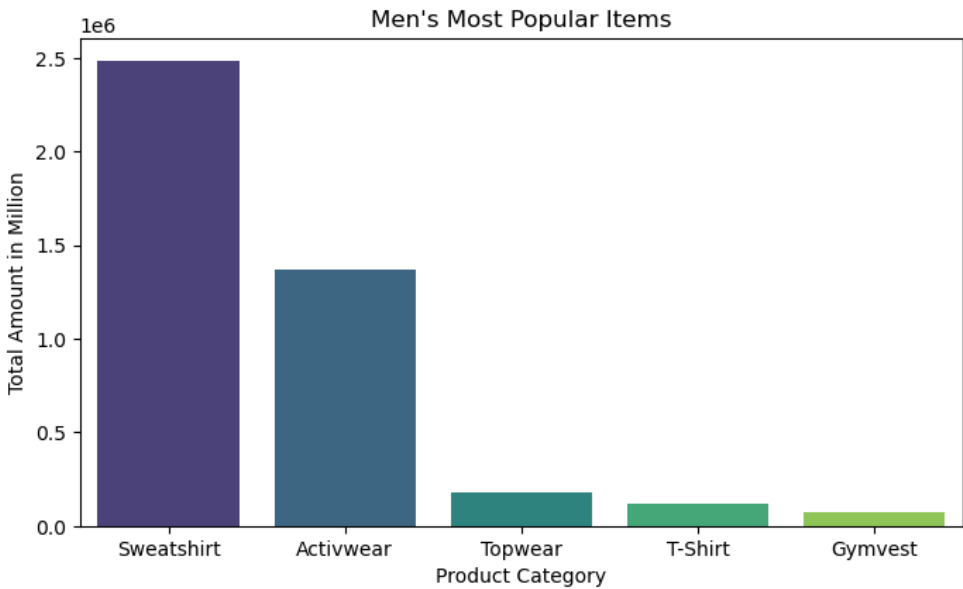
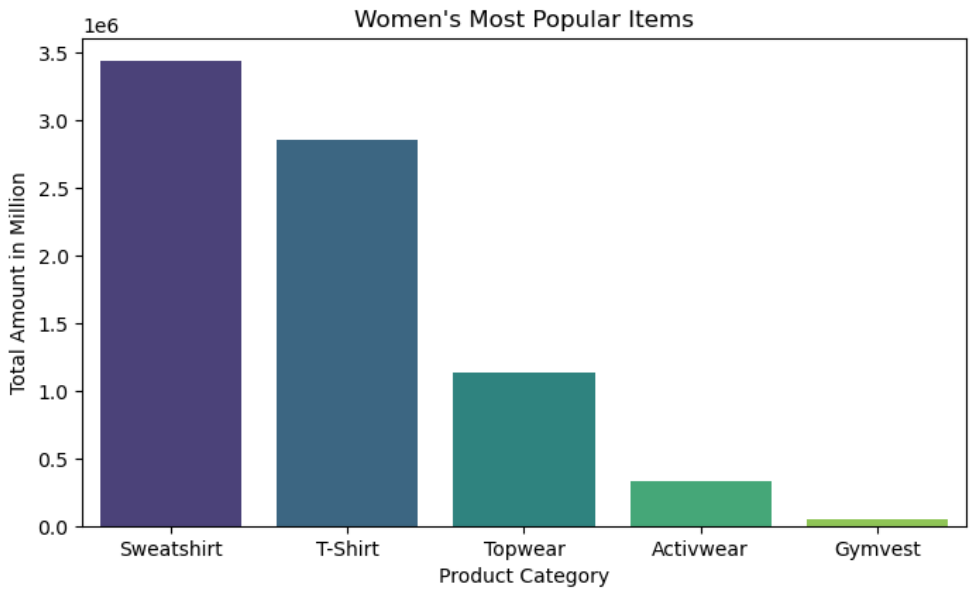
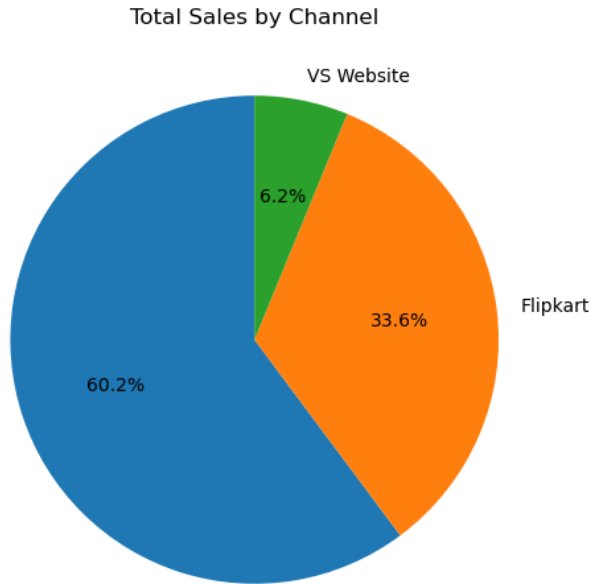
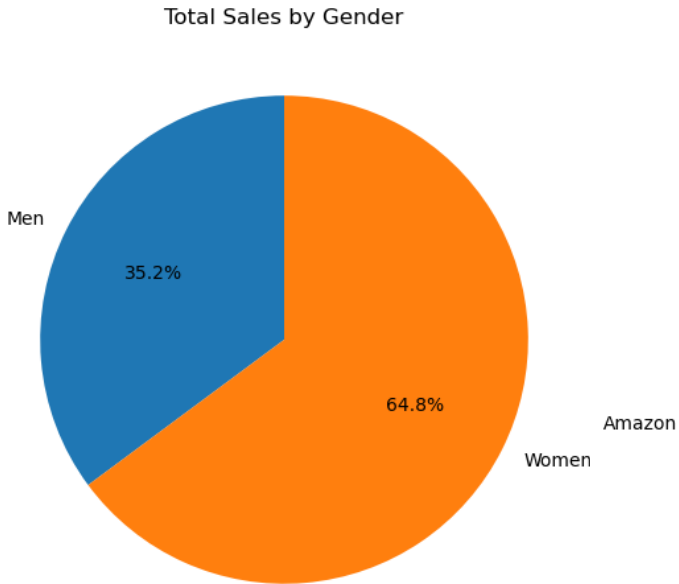
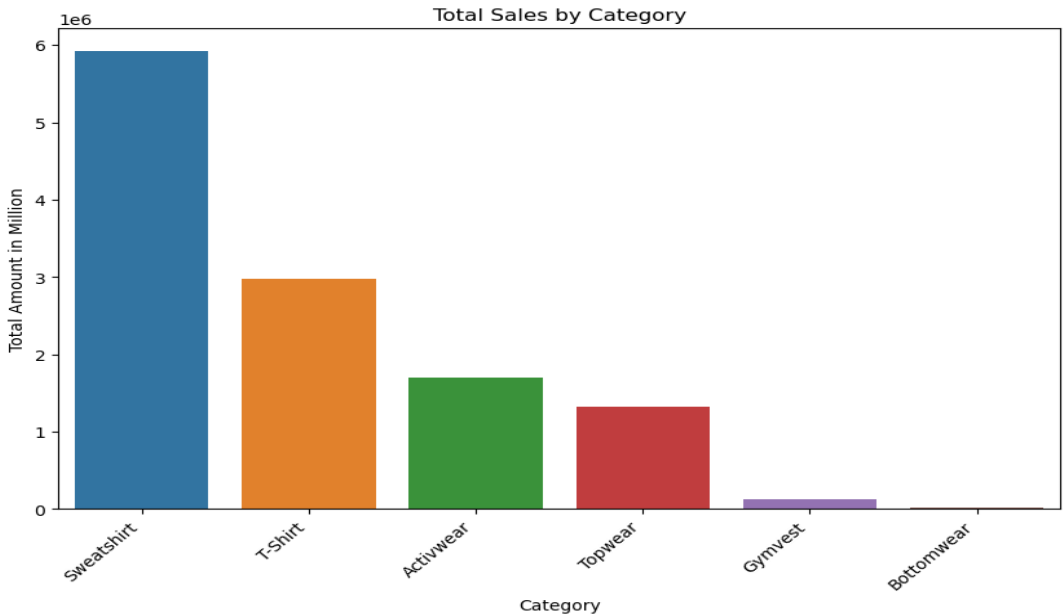
Leveraging Python for Actionable Sales Insights in 2022

This project involves a thorough analysis of Volltreffer Sports' sales data for the year 2022. The primary objective is to utilize Python, specifically libraries such as pandas, seaborn, and matplotlib, to extract insightful information. The aim is to establish a data-driven foundation that can guide informed decision-making processes and ultimately enhance the overall performance and strategic direction of the organization.

SUMMARY

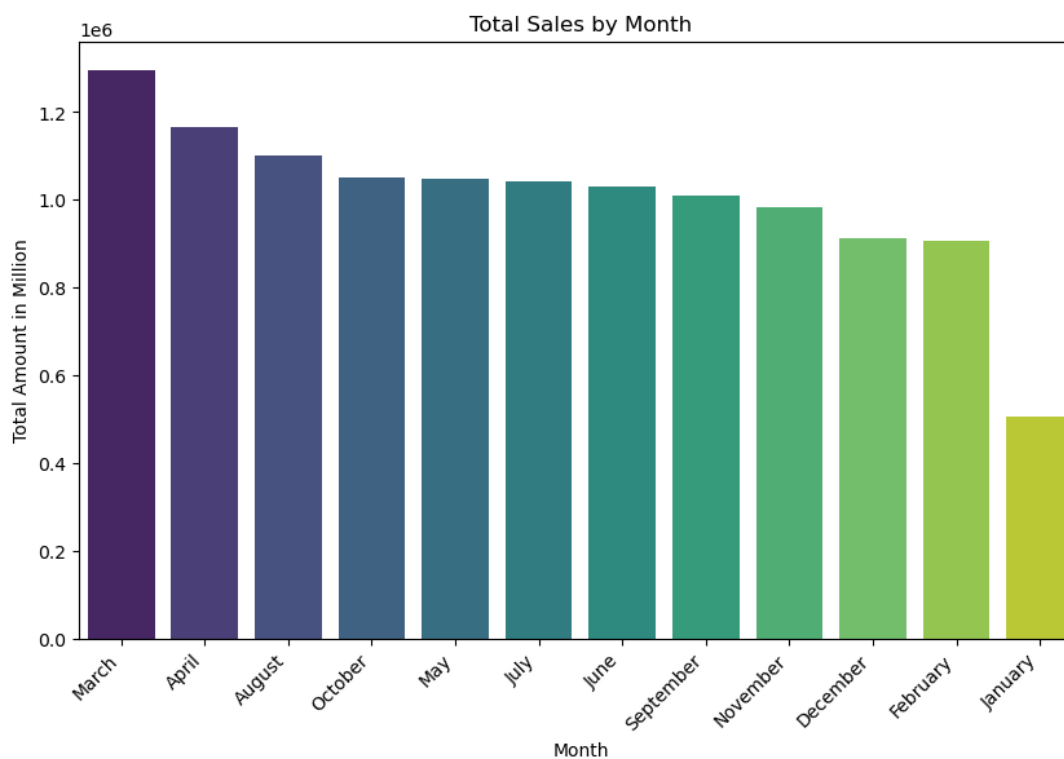
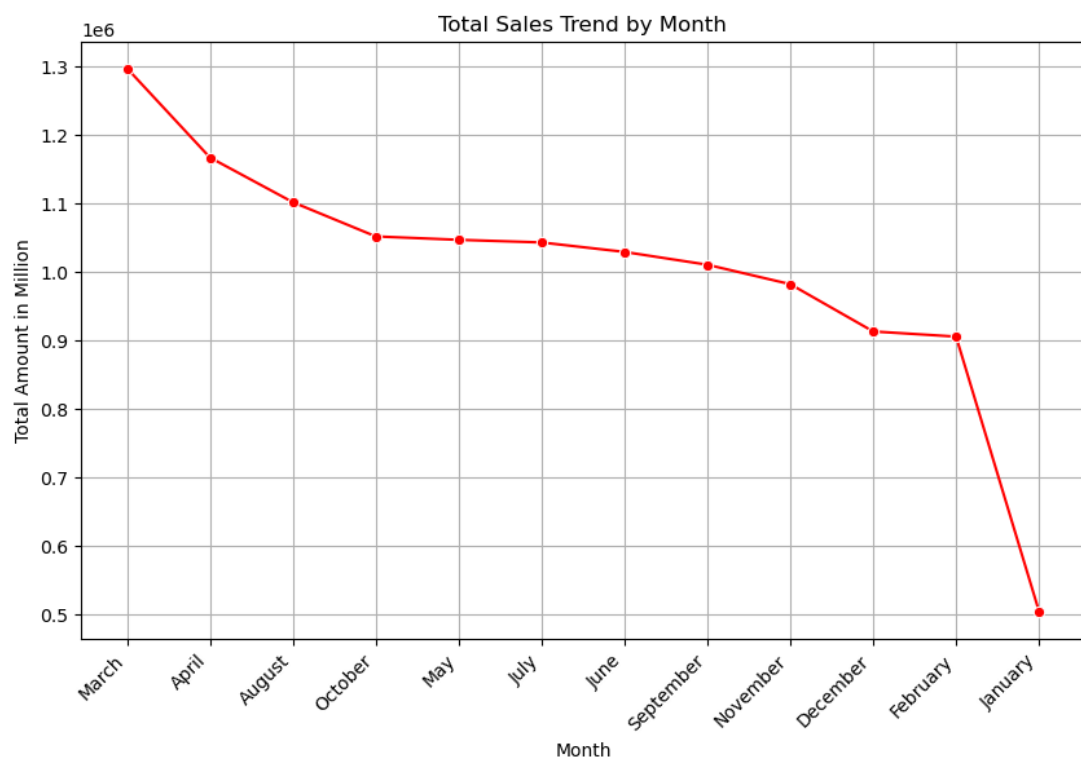


SUMMARY



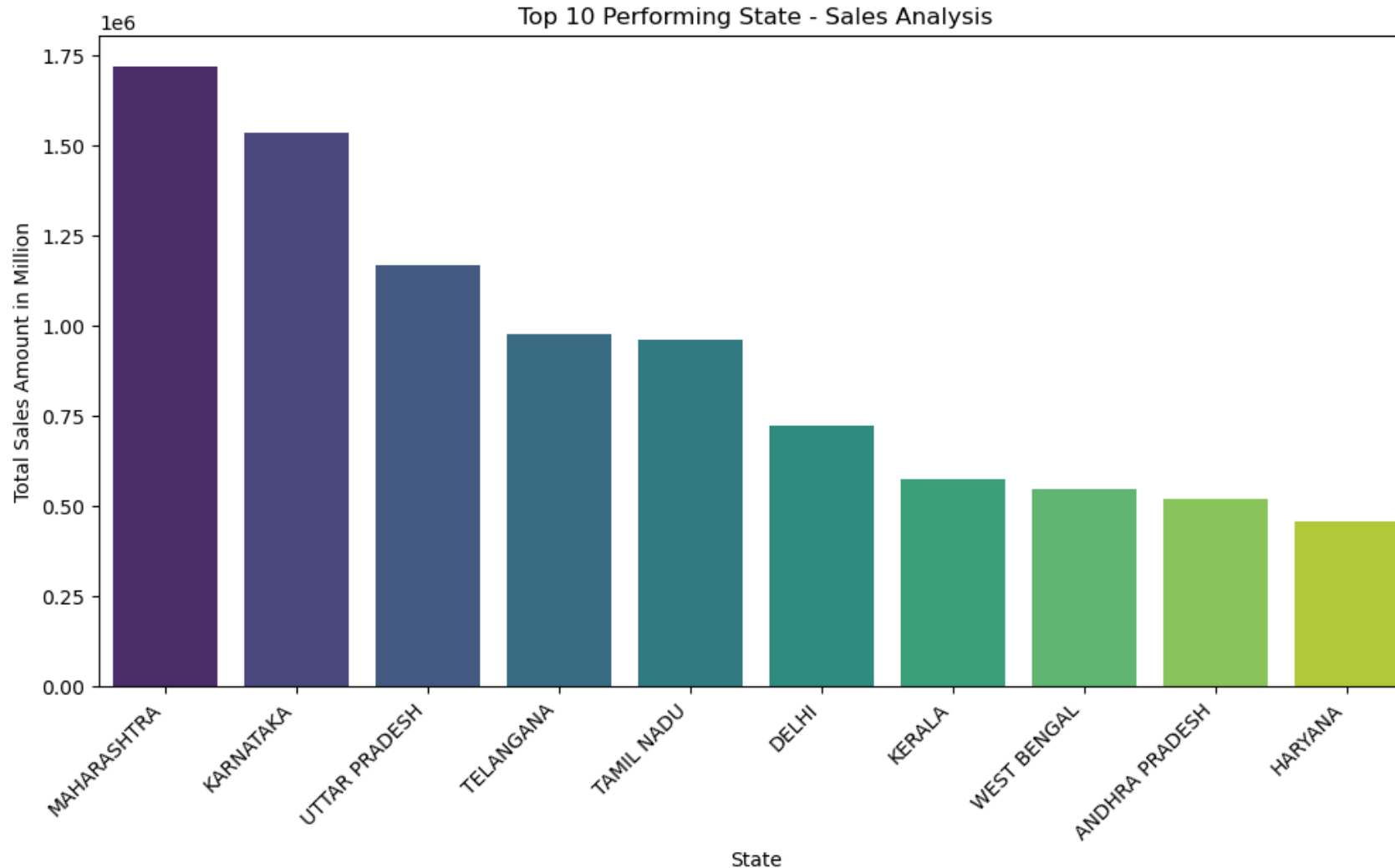
Monthly Sales Analysis

- The analysis reveals that **March** was the best-performing month in terms of sales, with a total revenue of **1,29,651**. This insight is crucial for resource allocation and strategic planning.



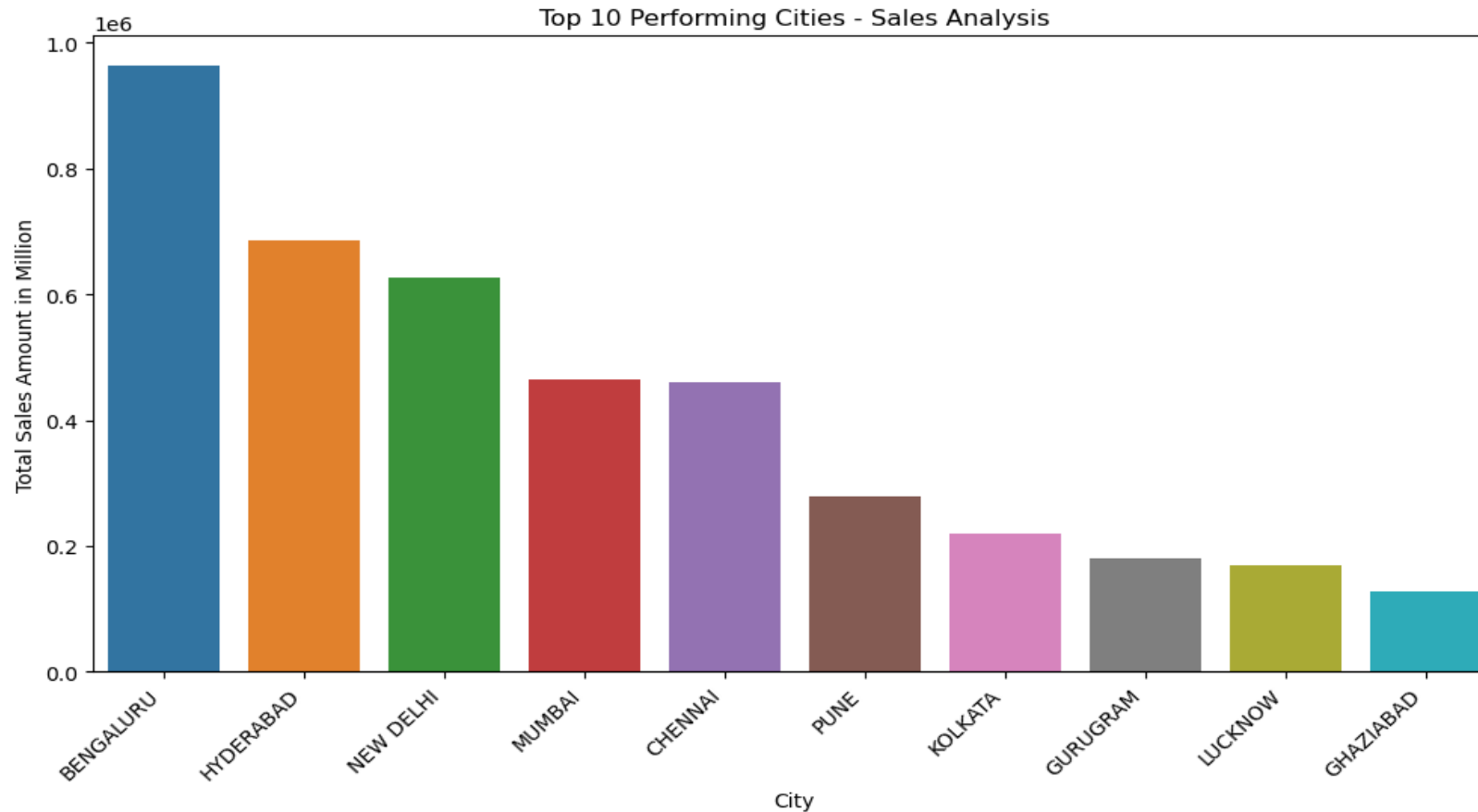
State-wise Sales Analysis

- **Maharashtra** emerged as the top-selling State, indicating a significant market presence. Understanding State-wise sales patterns can aid in targeted marketing and inventory management.



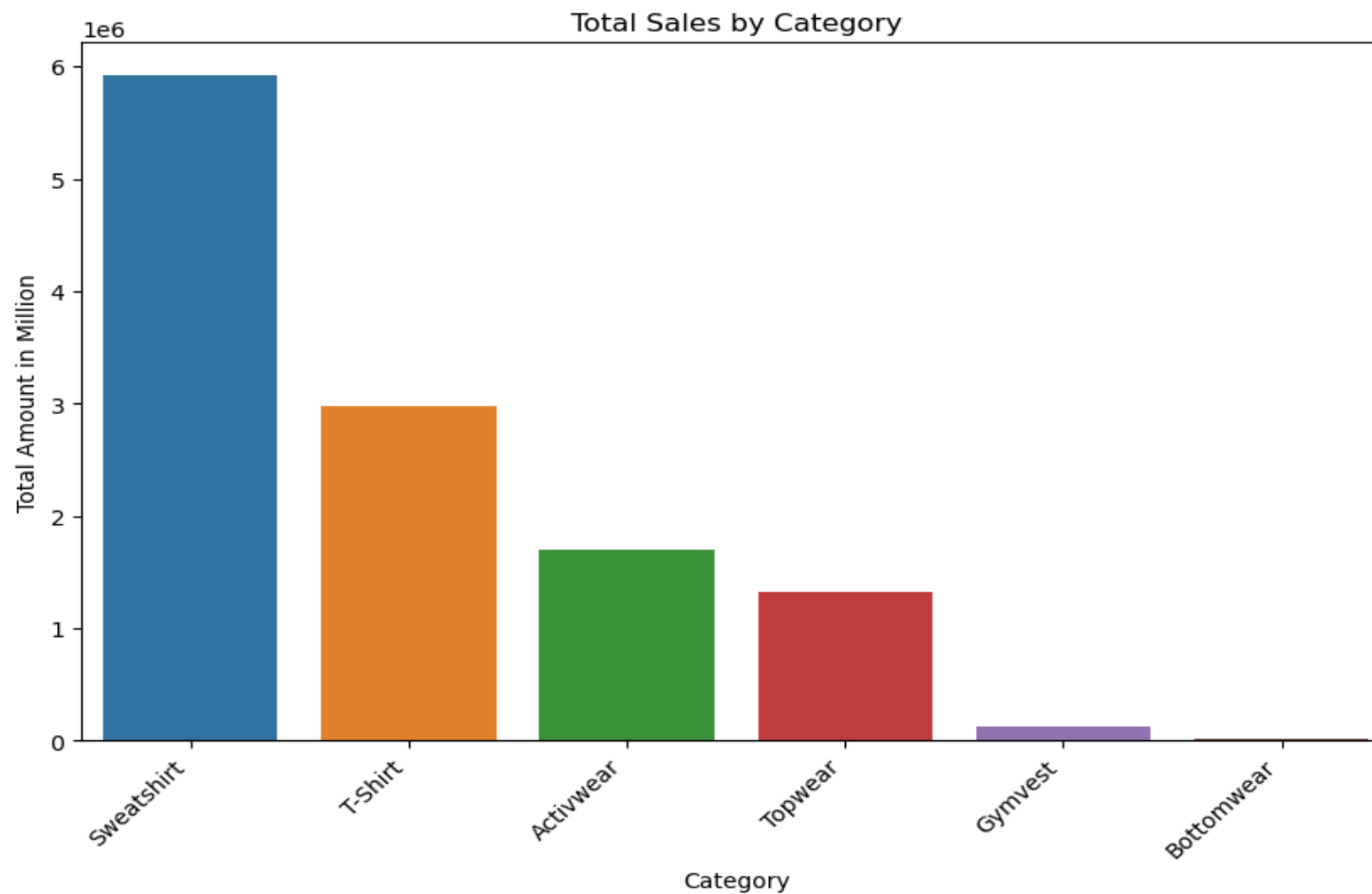
City-wise Sales Analysis: Top 10 Performing Cities

- In the City-wise Sales Analysis, it has been observed that '**BENGALURU**' emerged as the top-performing city with the highest sales figures. This finding underscores the considerable market influence of Bengaluru in driving revenue for Volltreffer Sports. Further exploration into the top 10 performing cities can provide valuable insights into regional market dynamics and consumer behaviour.



Best Selling Category

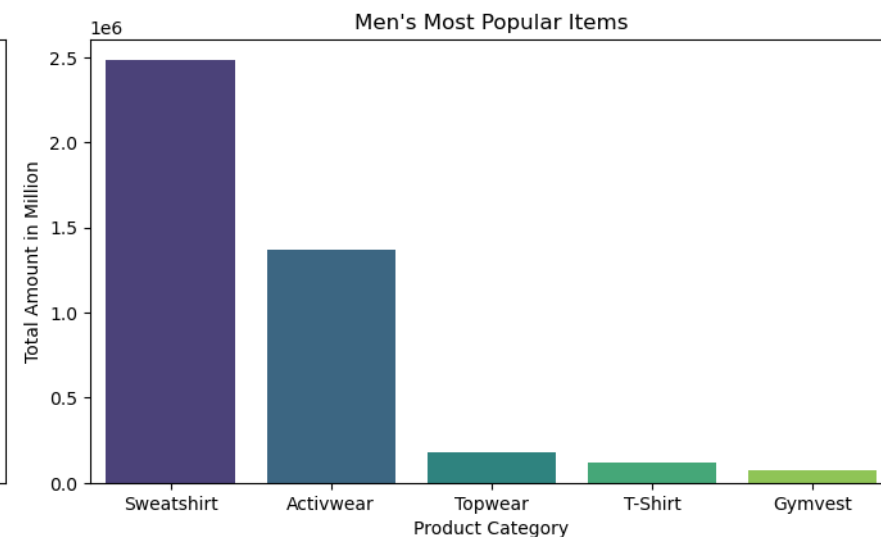
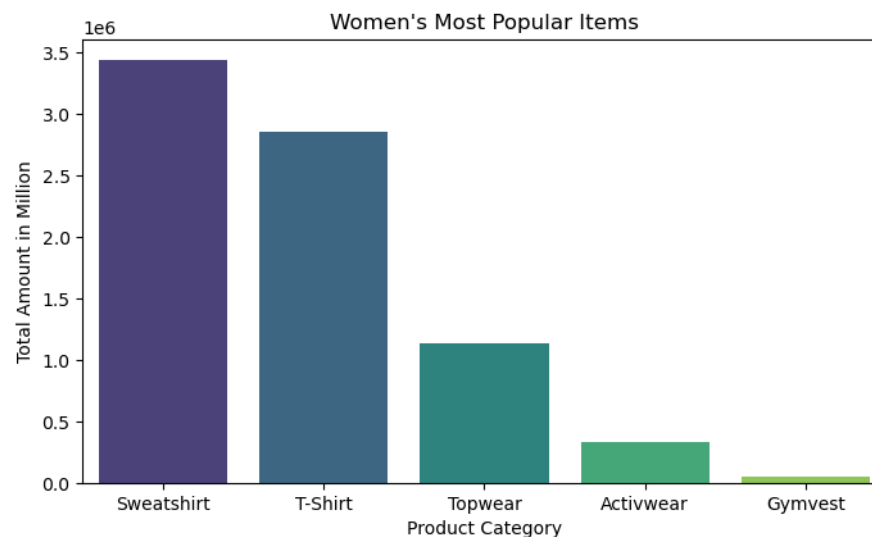
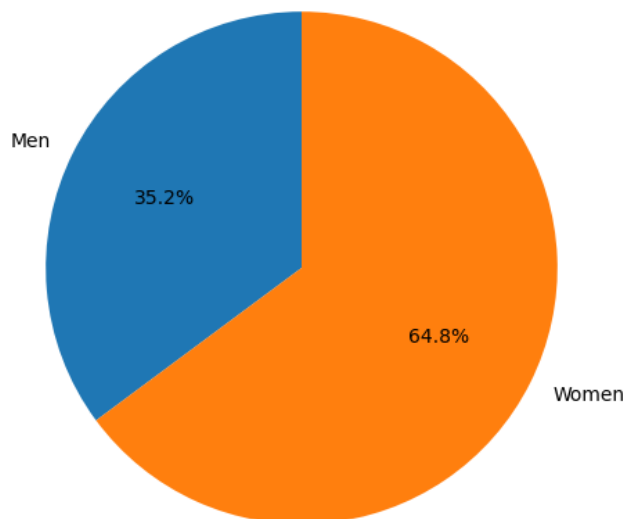
- The most prominent category in terms of sales is the "**Sweatshirt**" category. This designation underscores the significant demand and popularity of sweatshirts within our product offerings.



Gender-wise Sales Analysis

- Gender-based sales analysis for 2022 reveals a robust demand for women's products in Volltreffer Sports. T-shirts and sweatshirts lead in women's preferences, while men favour sweatshirts and activewear. These insights inform strategic inventory management and marketing plans, aligning products with distinct gender preferences for enhanced customer satisfaction.

Total Sales by Gender



Analysis of Delivery Status & Channel Sale

- Delivery performance shows a significant year-on-year improvement, reflecting enhanced logistics for increased customer satisfaction. In Channel Sale Analysis, Amazon emerges as the revenue leader, surpassing Flipkart and Volltreffer's official site. This underscores Amazon's market dominance and highlights opportunities for strategic channel optimization and leveraging Amazon's success for further growth."

