

What is the data about ?

13 companies that distribute their products to their different branches. Each company might have:

- 2–6 different branches (or warehouses/stores)
- Each tracked by **address** in the system
- And they're selling/shipping to one another
- # of columns : 22
- # of rows : 5,998

Key KPIs

- Total Sales (Amount)
- Units Sold (قطعة)
- Sales per Product / Customer / Date
- Average Discount
- Sales by Branch / Territory / Salesperson

Data Cleaning

1.Renaming columns to more deliberative names for example :

- List Price Rate → Price before discount
- قطعة → Units sold

2.Remove unneeded columns for example :

- Tax Type : all the rows are taxable so this could just be a note
- Barcode : since am not doing any type of linking to inventories and am doing a sales analysis only I only need the product name and

3.I split the source name column to edit the names of the companies using split and replace

4.Changed the revenue column data type to EG pound currency

5.Created a column for the total revenue before the discount

Turning the data to A Story

In the last (period of time → using Date) , we have managed to make this (total number of sales) which lead to a total revenue (Total Revenue) Filtered for each company.

We have achieved that by selling a total of (the total count of products) , seeing the best selling parent items groups drill down to the group of the item driller to the item name.

- The most units sold are from which product ?
- Total units sold before and after discount to know if the product prices were the problem ?
- The dates where we achieved the highest amount of sales
- Who are the most loyal customers : Buying company against the total sell ?
- Where are we selling the most ?
- Who is the most used producer ?
- Who is the sales person that is making the most amount of sales ?

End with the best selling: producers, products , persons and companies.

Sales Performance

Total Revenue

10.89M.ج.م

Total Transaction

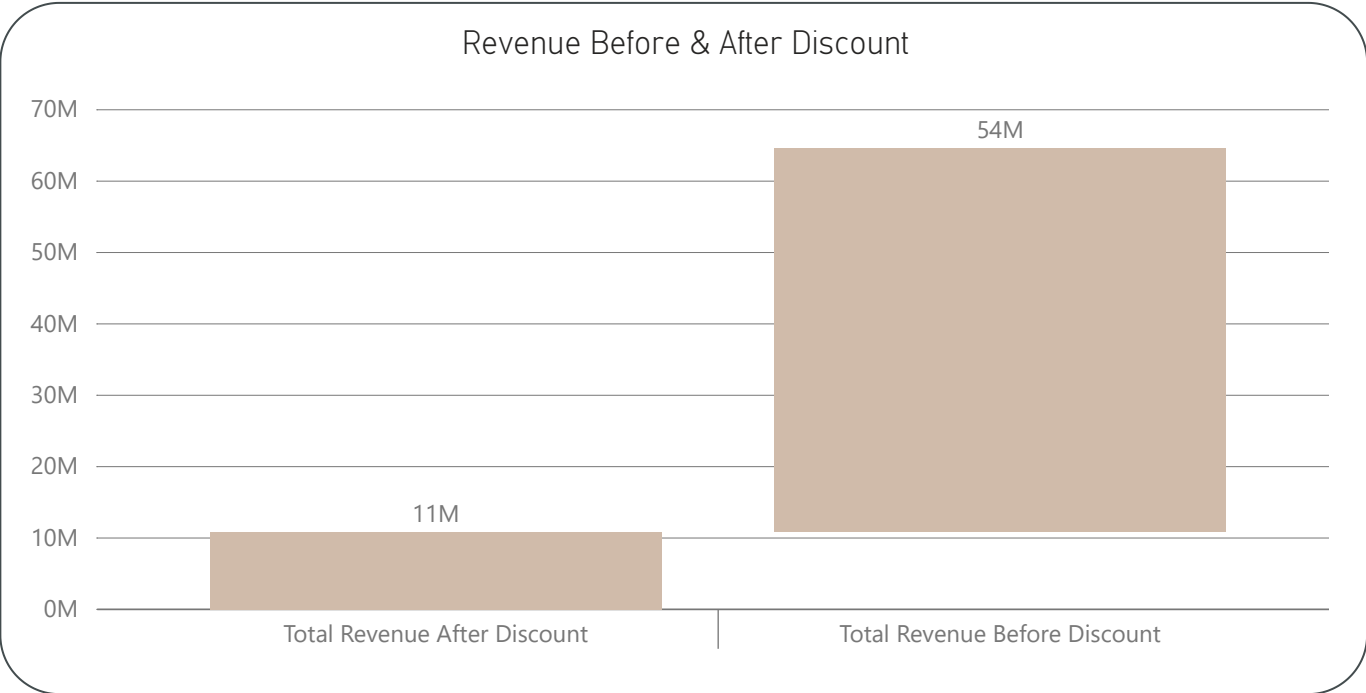
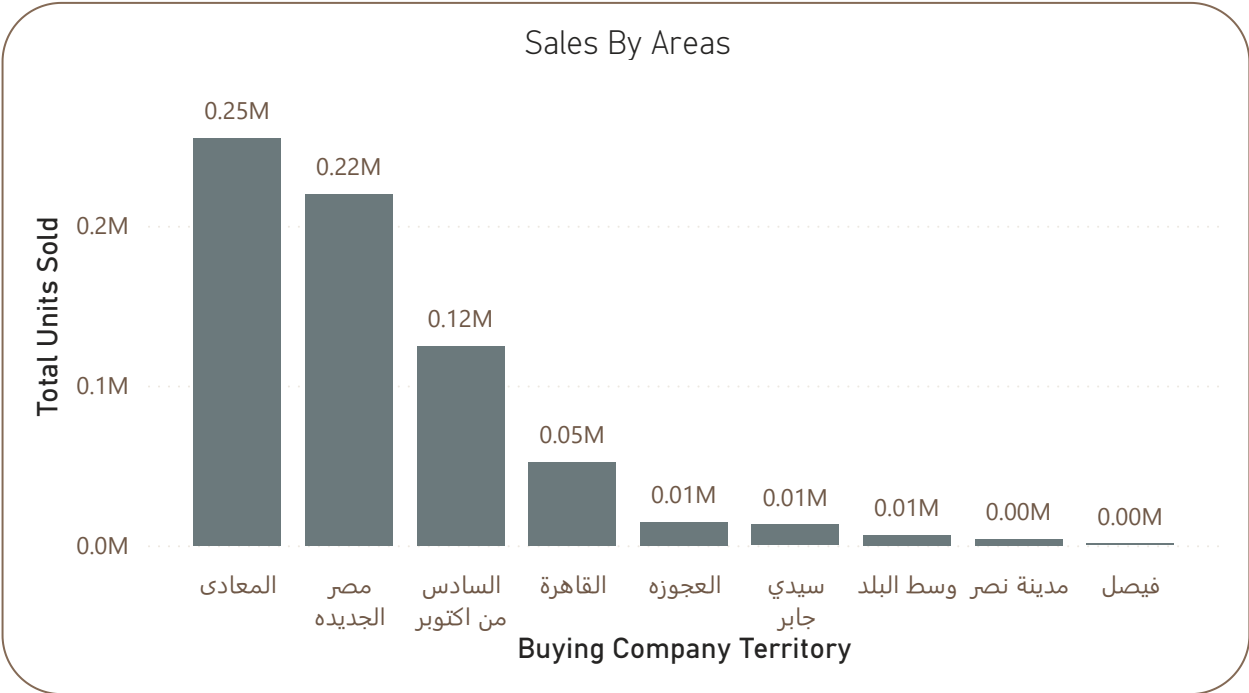
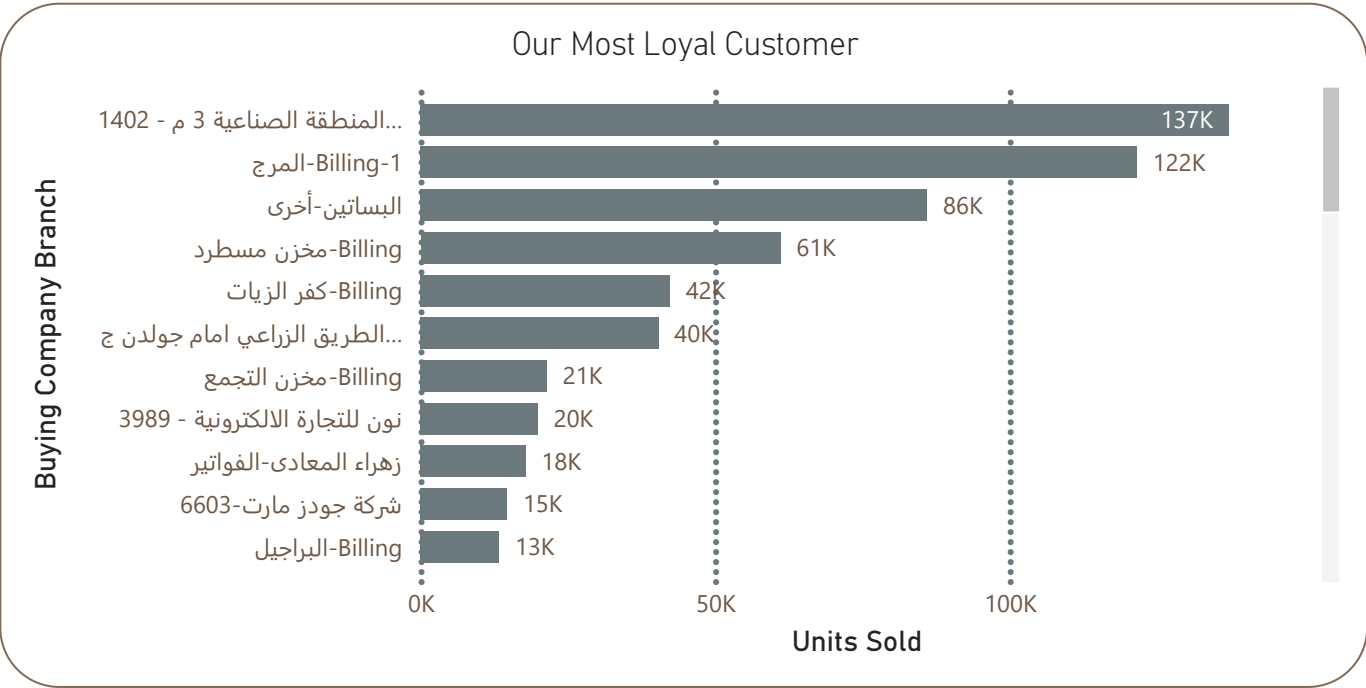
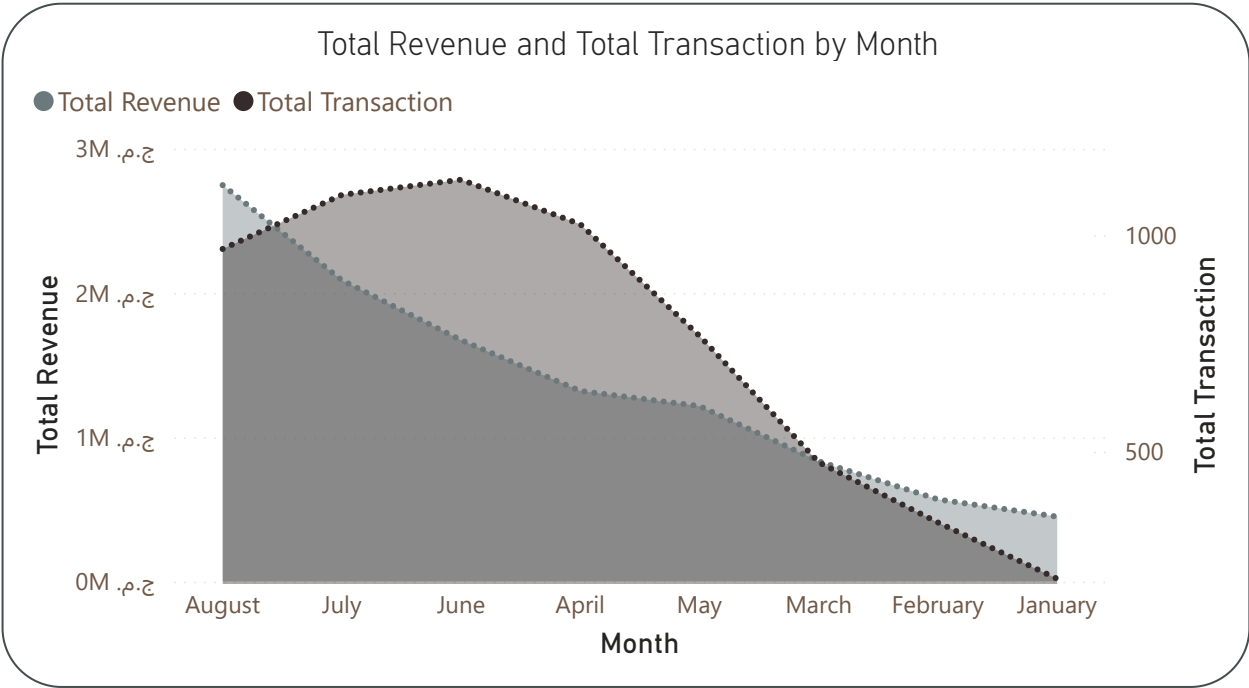
6K

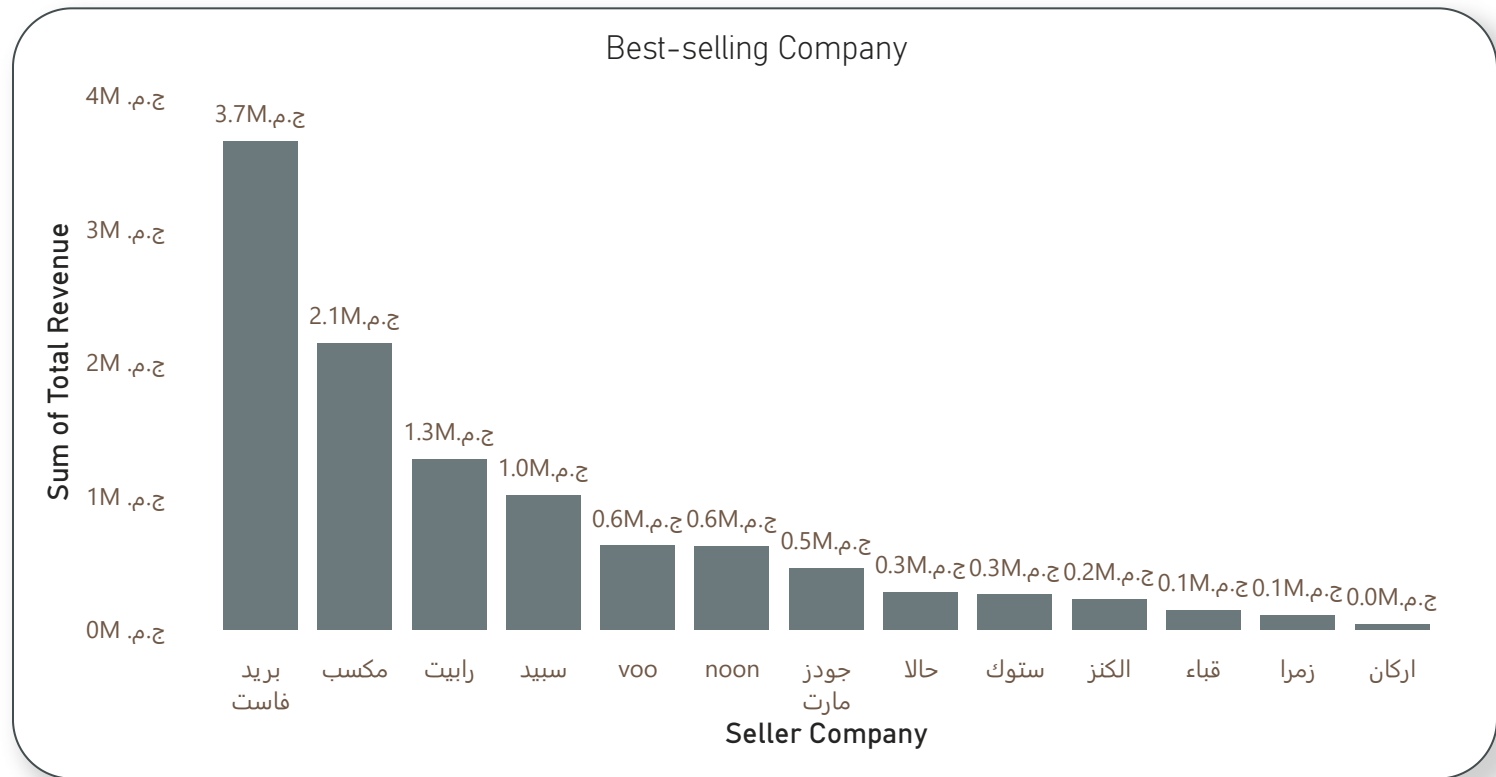
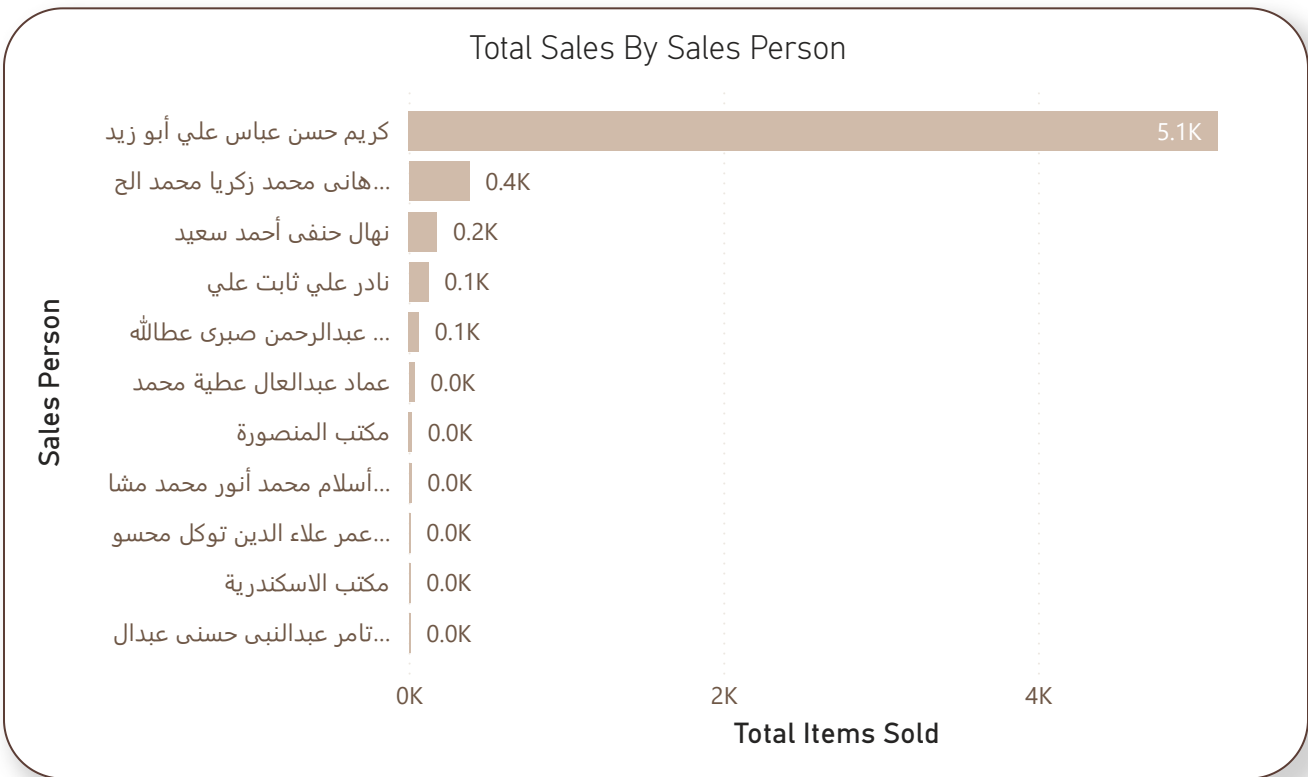
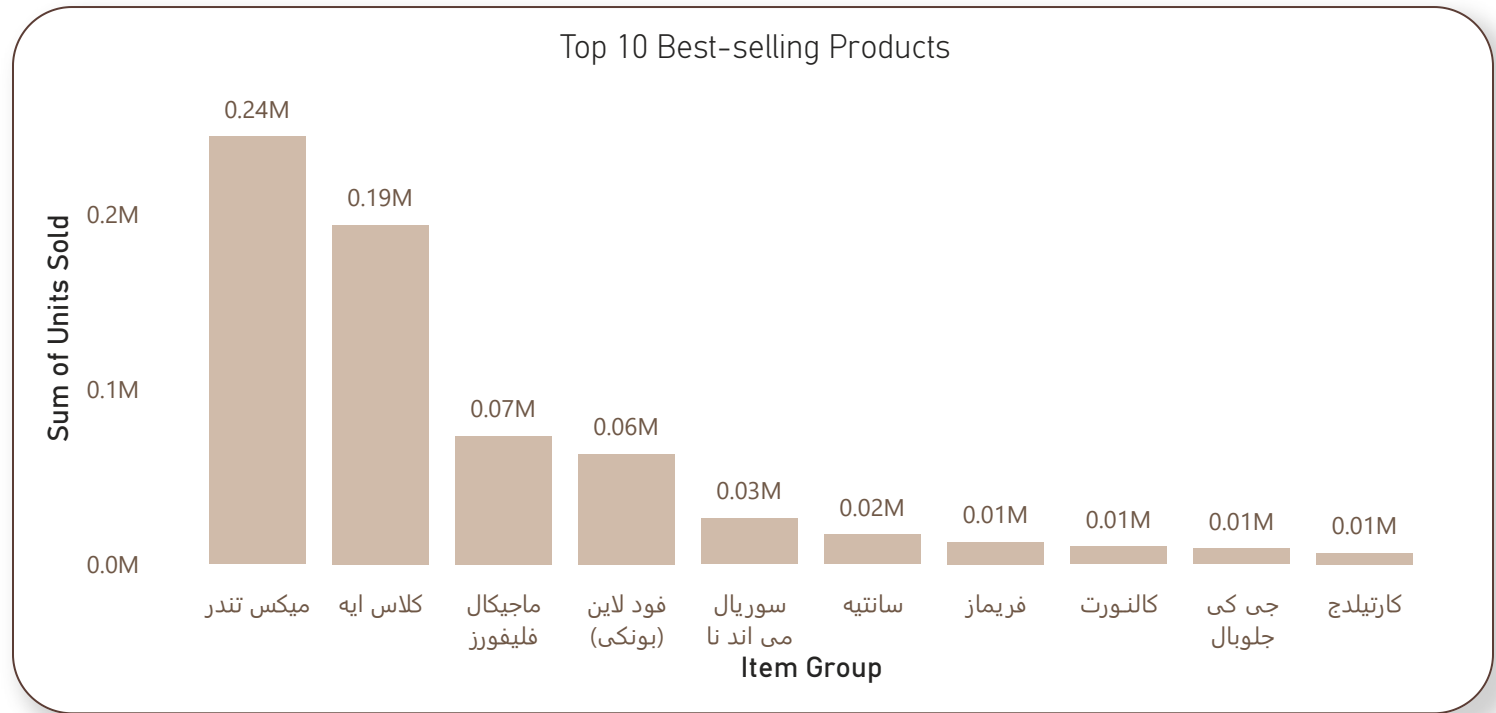
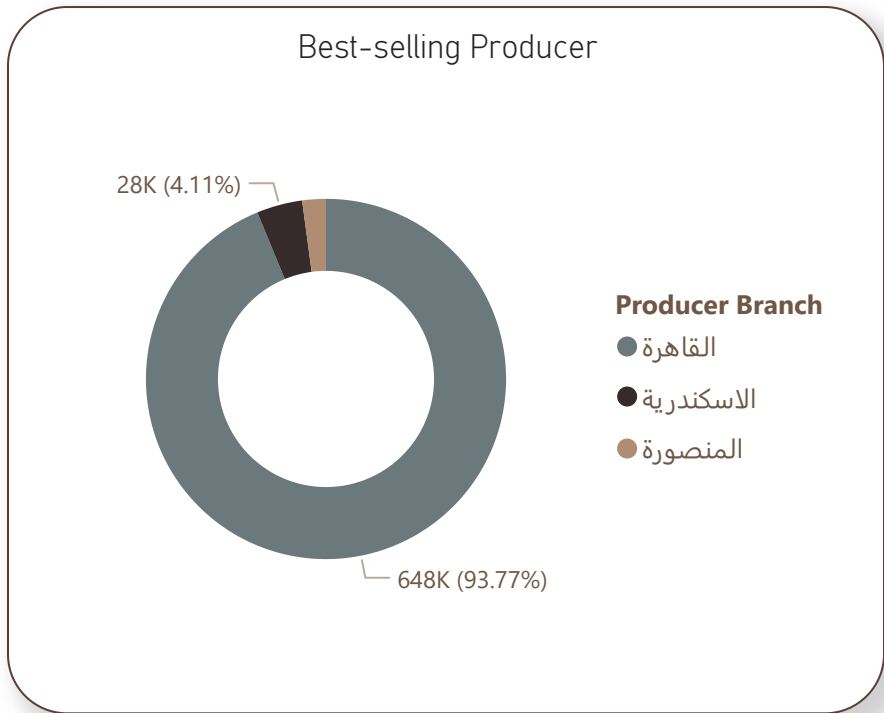
Total Units Sold

691K

Seller Company

All





Insights

- The time of peak transactions and peak revenue **do not always align**:
→ More transactions \neq more revenue.
- There's a **huge drop in total revenue after discounting**, falling from **54M EGP** to just **11M EGP**.
- The **area with the highest number of sales** is **El-Maadi**, with total sales of **0.25M EGP**.
- The **Cairo branch is dominating production**, responsible for **93%** of total output.
- **Salesperson Kareem Hassan** stands out by selling **5.1K items**, making him our **top performer**.
- The **best-selling company is Bread-Fast**, achieving a total revenue of **3.7M EGP**.
- With **Cairo** as its only production branch
- And leveraging both the **top** and **third-best** salespeople:
Kareem Hassan
Nehal Hanafy

Recommendations

- **Investigate Kareem Hassan's role**:
Is he working across more than one company, or is he a long-time employee? That could explain the performance gap.
If so, he deserves recognition or promotion — he alone contributed **2.7M EGP in revenue for Bread-Fast**.
- The **extremely low post-discount revenue (11M out of 54M)** may indicate:
A calculation issue
Or a discount strategy that needs **urgent review**
- Consider **expanding into Maadi**, as it showed the **highest branch-level sales at 0.25M EGP**.
- Review why **other branches aren't producing more**, as **Cairo is carrying 93%** of total production that load is likely unsustainable long term.
- Encourage **other companies to study Bread-Fast's sales strategy**, campaigns, and possibly their product line, which may be key to boosting revenue elsewhere.