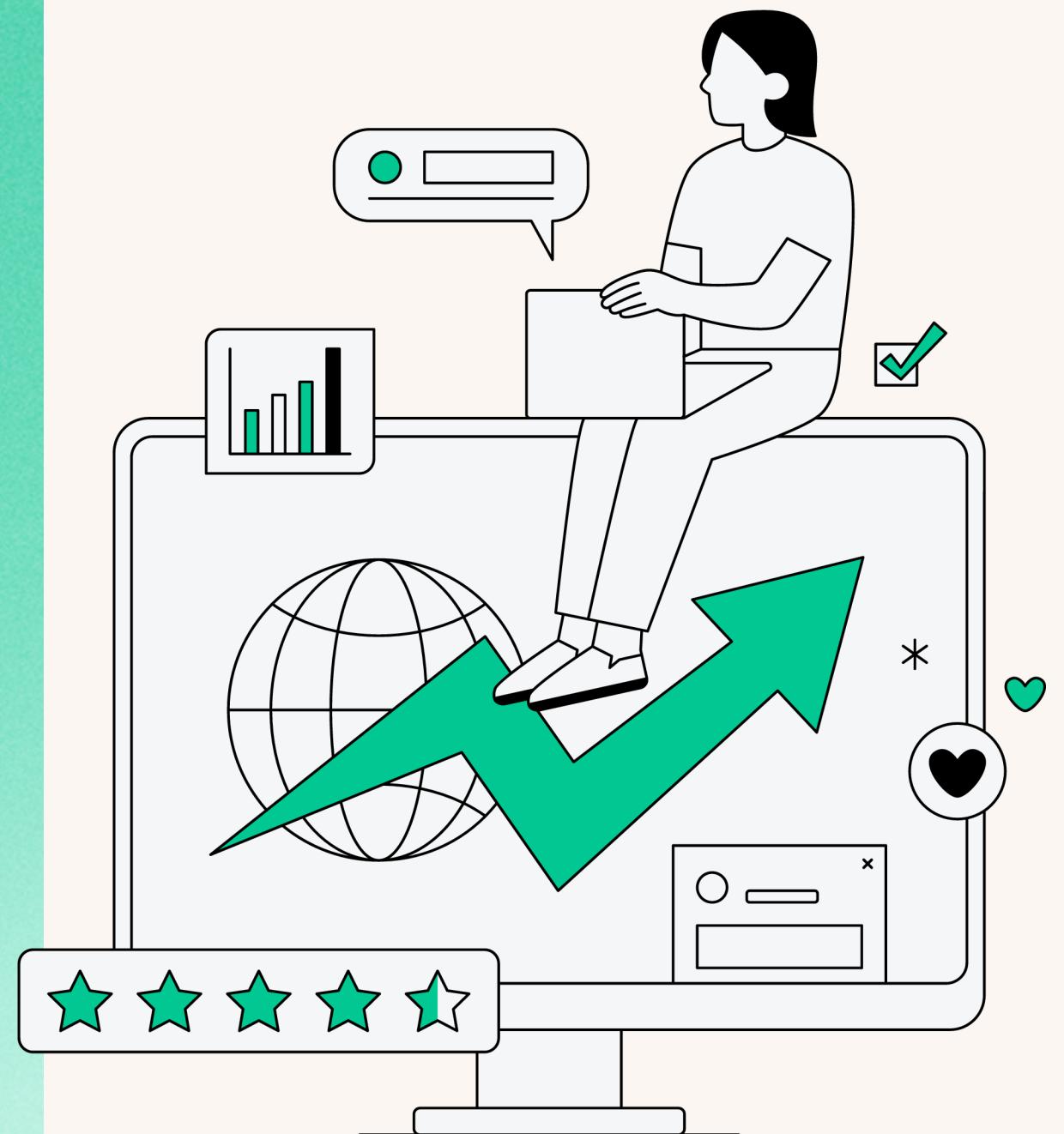


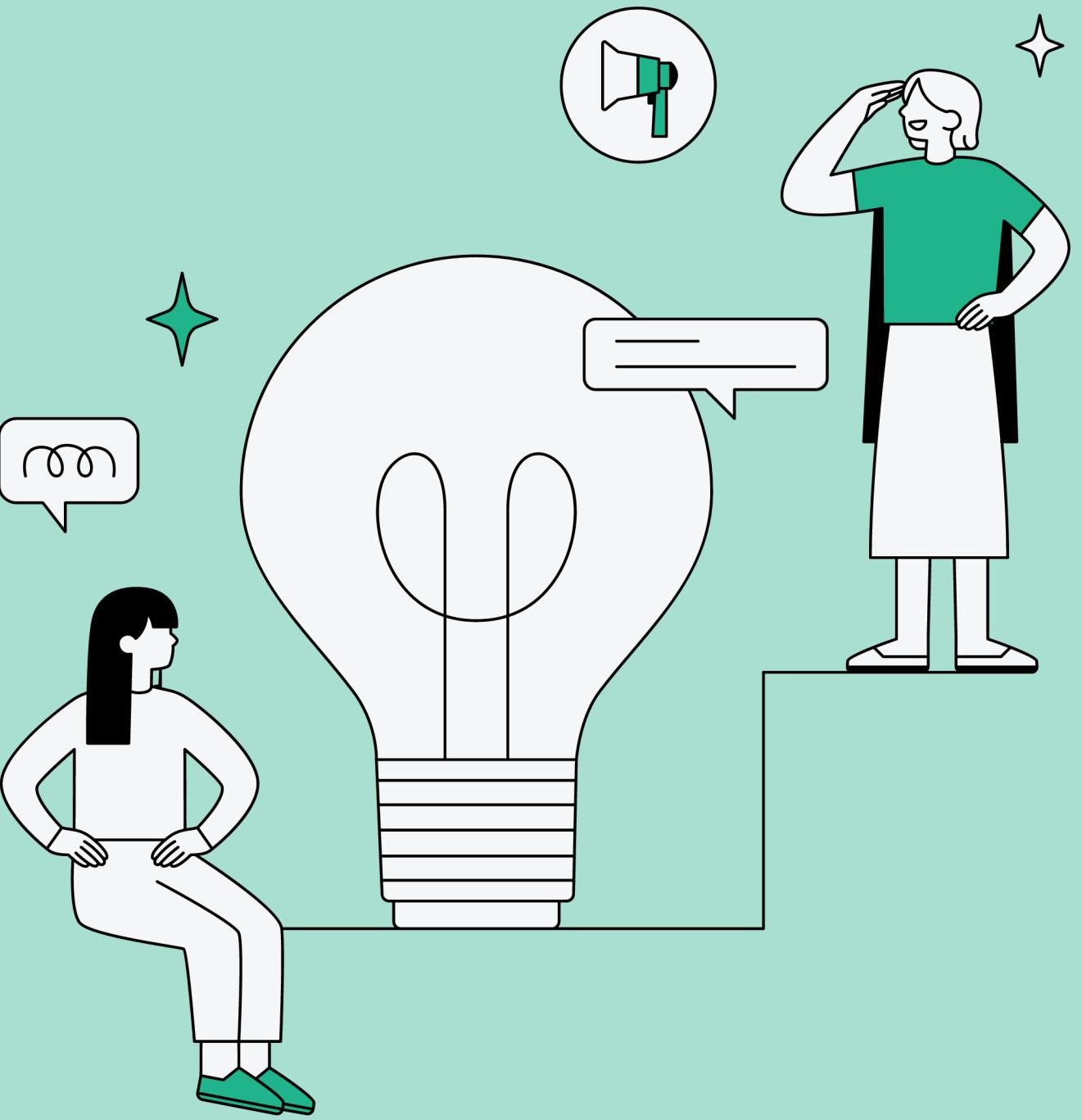
# Sales Analysis

Using Excel



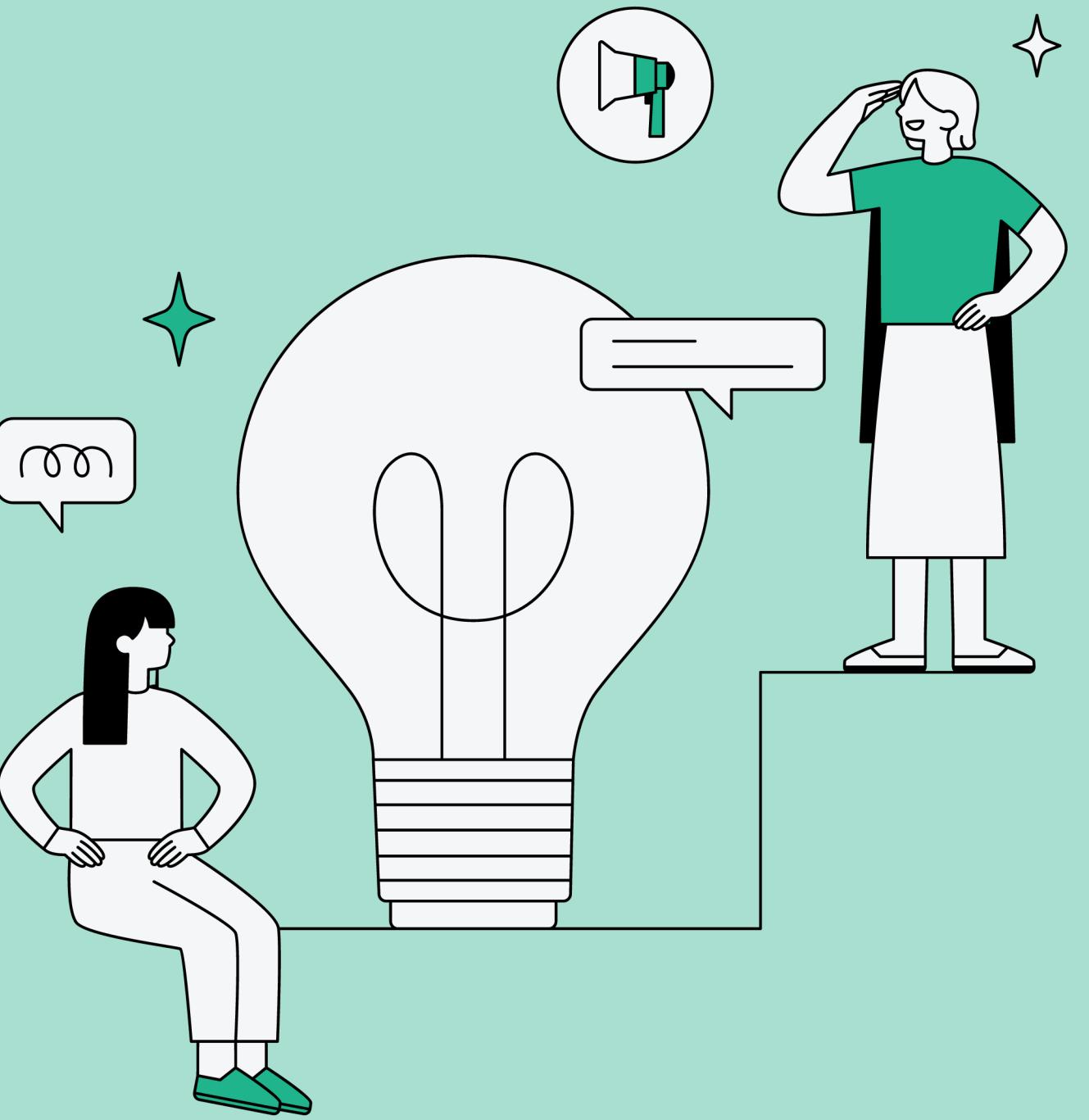
# Questions to be answered

- Total Sales
- Top 10 selling Products
- Top 80% Selling Products
- Average Profit by Product for products sold in 2016
- Total Sold Quantity By Order Priority
- Retail Price Sensitivity
- Average Shipping Duration by Order Priority
- Average Shipping Cost by Ship Mode
- Quarterly Sales Profile



# Questions to be answered

- Monthly Sales Growth
- Sydney Sales Market Share
- Account Manager performance
- Annual Sales Evolution (YoY)
- Retained Earnings
- Total Profit Benchmark with Year 2015
- Ranking of the Monthly Sales
- Discount Impact on total Sales



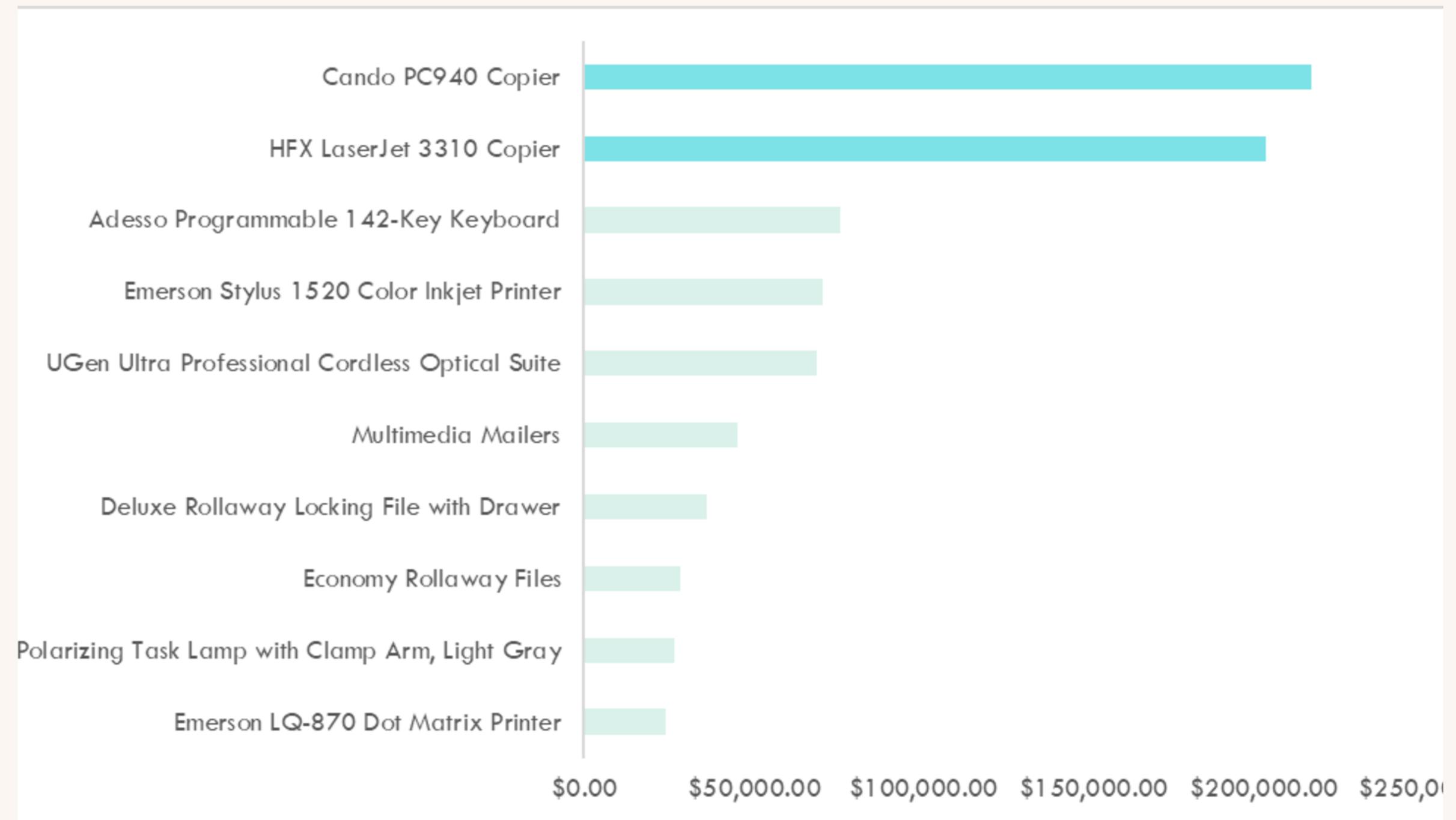
# Total Sales

- Created a pivot table
- Put total sales column in Values
- The value is 1,205,712

<b>Sum of Total Order Sales</b>
<b>\$1,205,712.05</b>

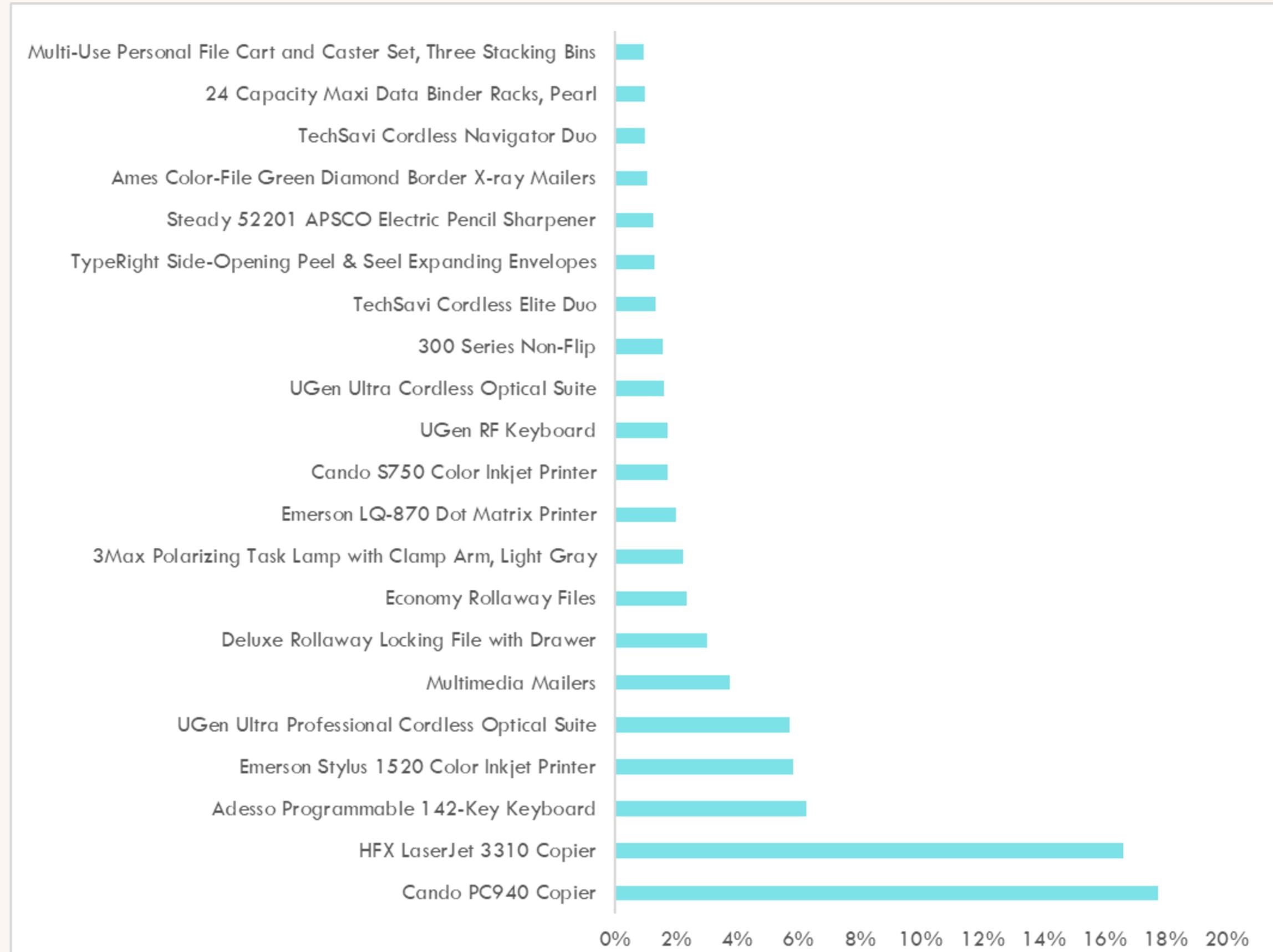
# Top 10 Products

- Created a new pivot table.
- Put Product Name in Rows and Total Sales in Values
- Sorted total sales in descending order.
- Filtered Row values to show only top 10 rows



# Top 80% Selling Products

- calculated each product contribution to total sales until reached 80%



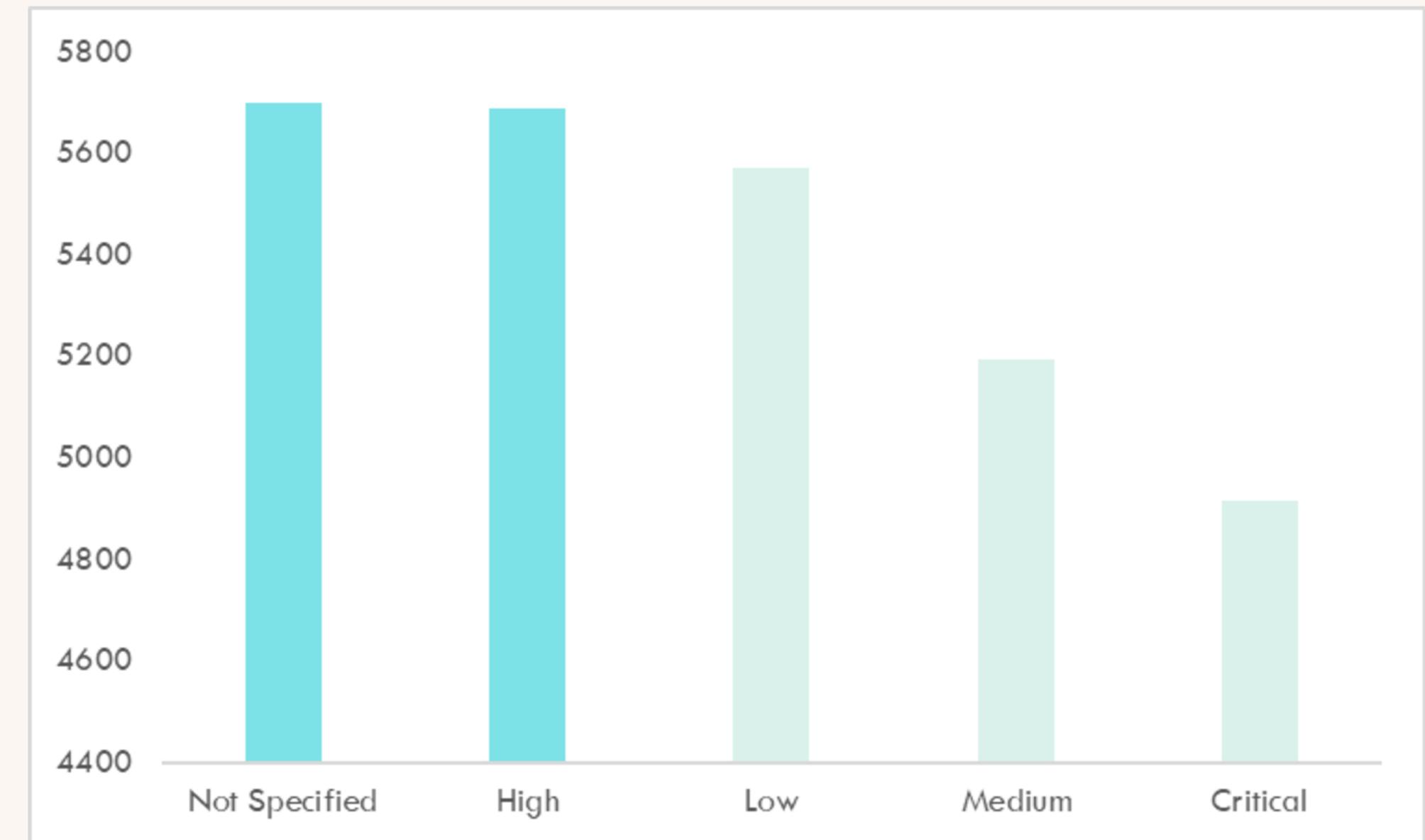
# Average profit for products sold in 2016

- created a new column Order Year using Year() function
- created a new column to calculate profit which equal to total sales - (unit cost \* order quantity)
- here is a table for top 10 products with average profit in the year 2016

Products	Average of Profit
Emerson LQ-870 Dot Matrix Printer	\$13,919.99
Cando PC940 Copier	\$7,141.45
UGen Ultra Professional Cordless Optical Suite	\$6,219.31
HFX LaserJet 3310 Copier	\$3,576.49
Adesso Programmable 142-Key Keyboard	\$3,024.91
UGen RF Keyboard	\$2,435.89
300 Series Non-Flip	\$2,160.62
Cando S750 Color Inkjet Printer	\$1,957.04
Multimedia Mailers	\$1,862.59
UGen Ultra Cordless Optical Suite	\$1,741.25

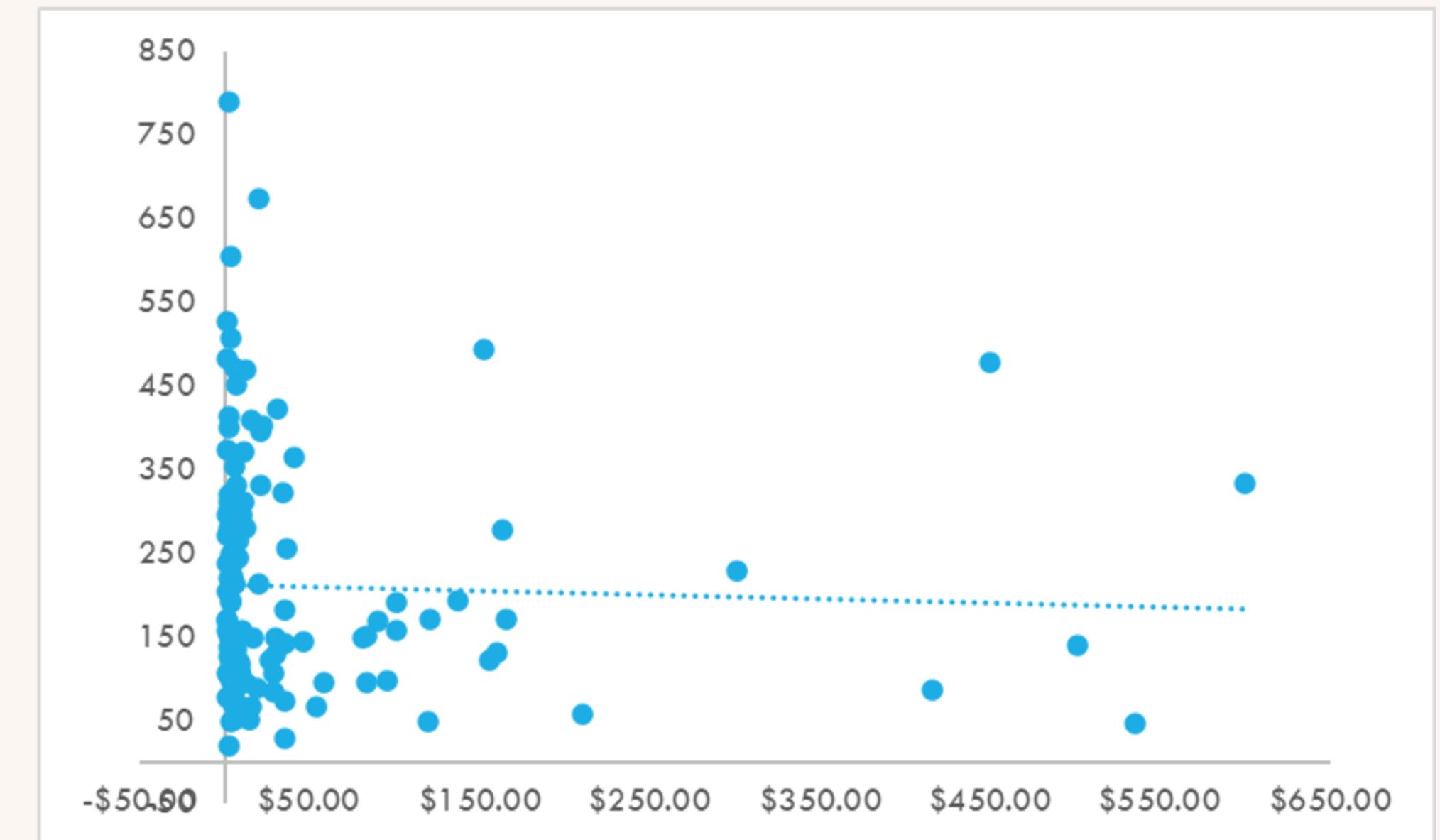
# Total Sold quantity by order priority

- added order quantity in Values and order priority in rows



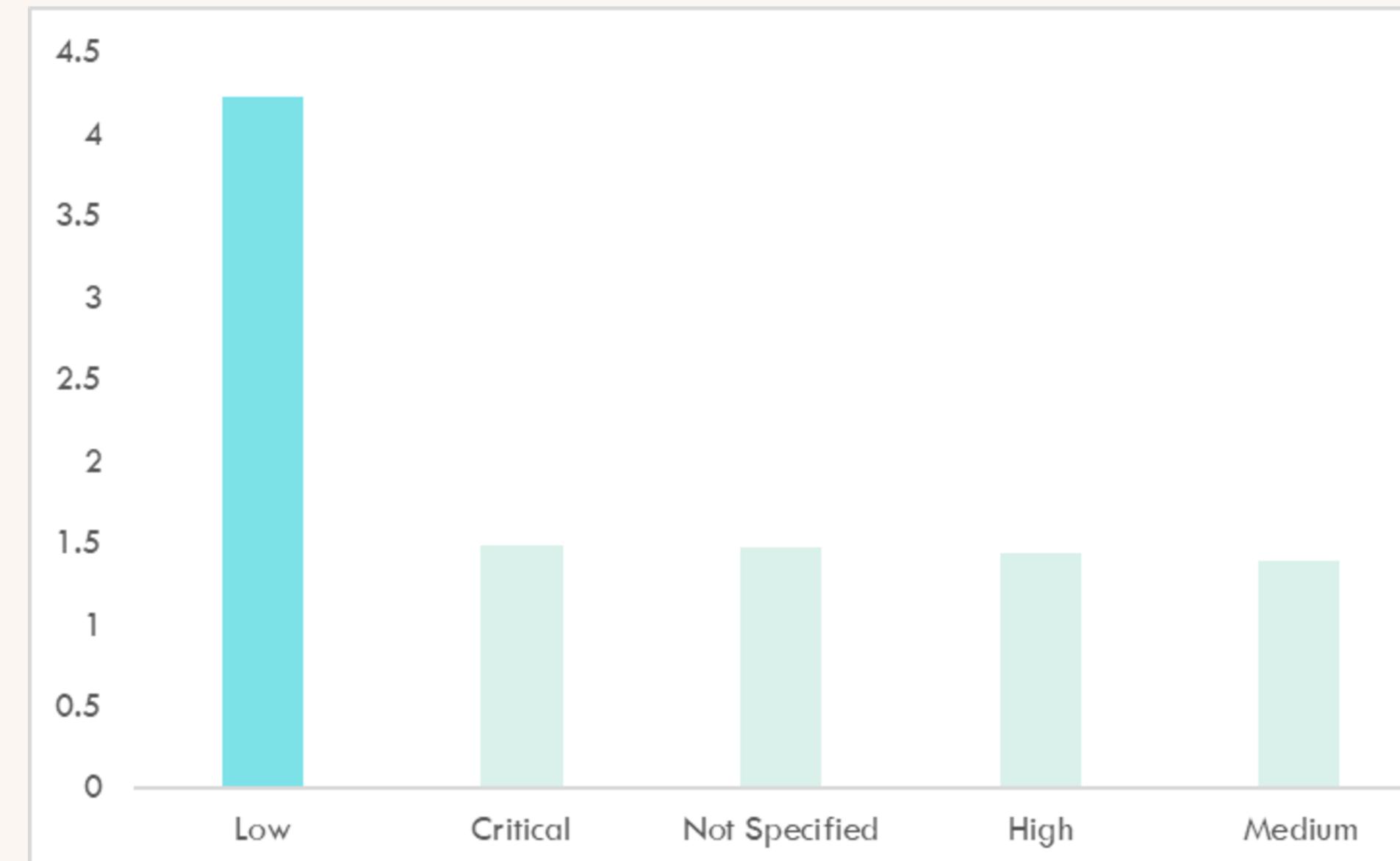
# Retail Price sensitivity

- To view the impact of retail price on quantities sold for product, a scatterplot was used



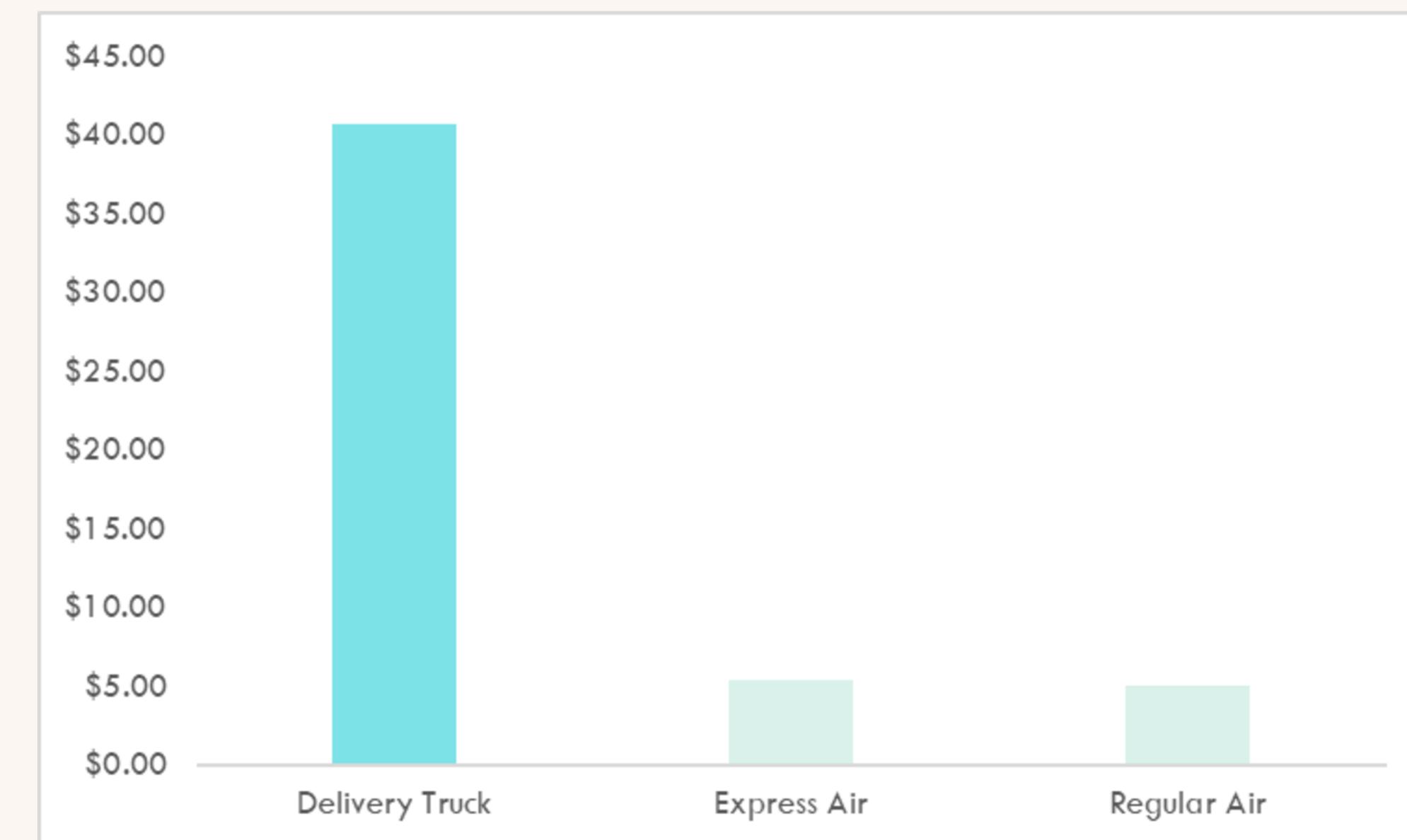
# Average shipping duration by order priority

- made a new column to calculate days taken for order to be shipped using DATEDIF()
- created a new pivot table and put days taken for order to be shipped in Values and order priority in rows



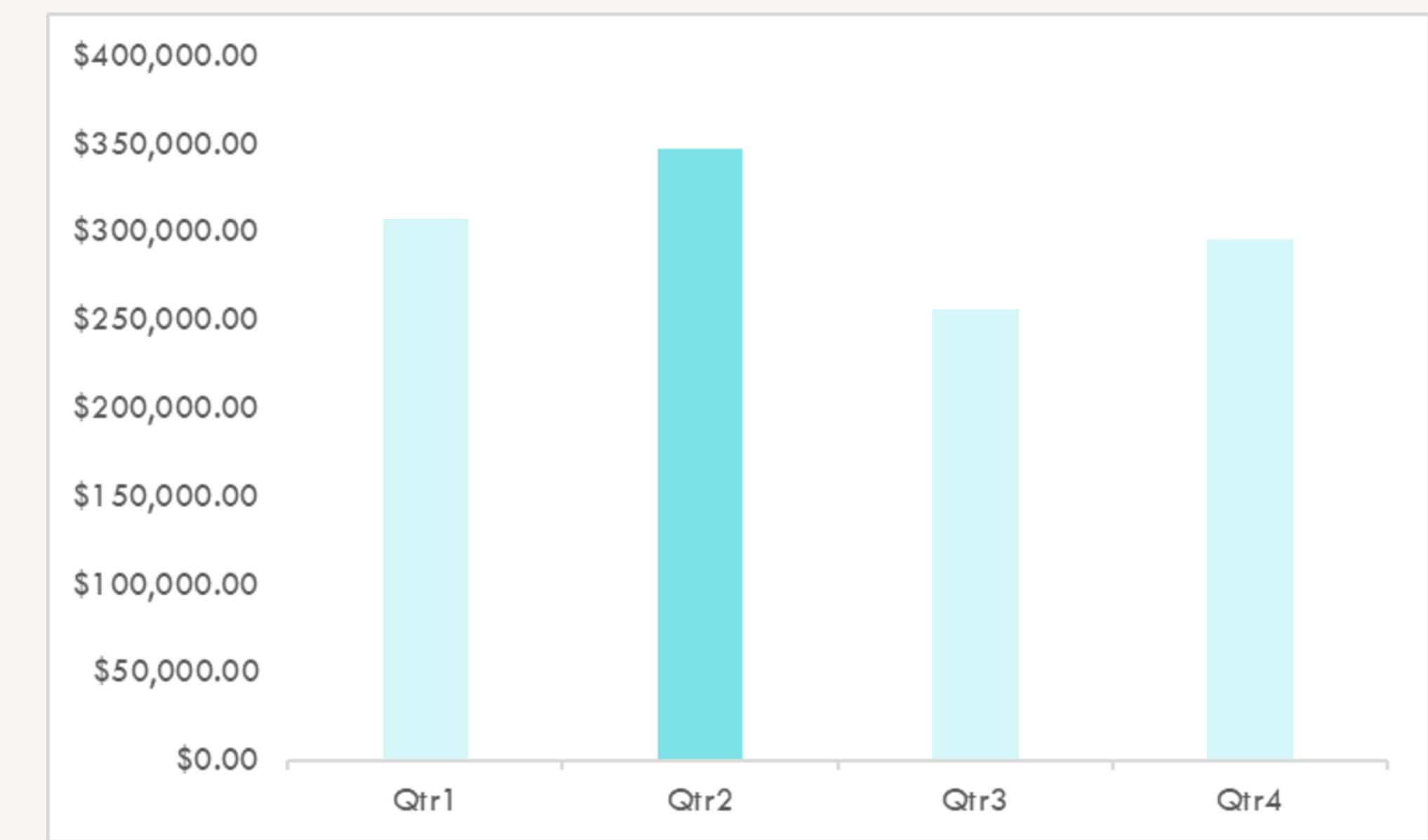
# Average shipping cost by ship mode

- put shipping cost on Values and ship mode on rows



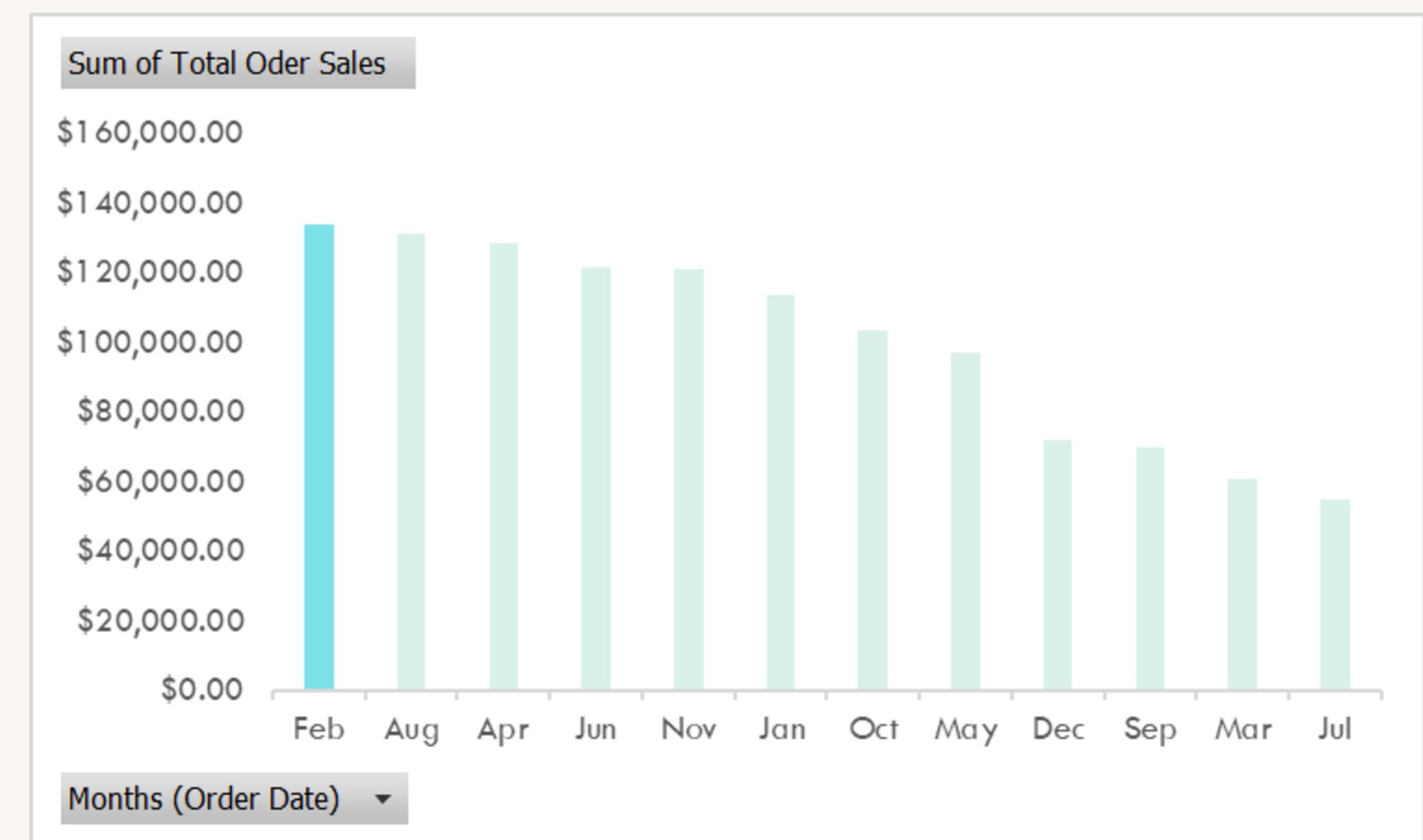
# Quarterly sales profile

- put date on rows and grouped by quarters

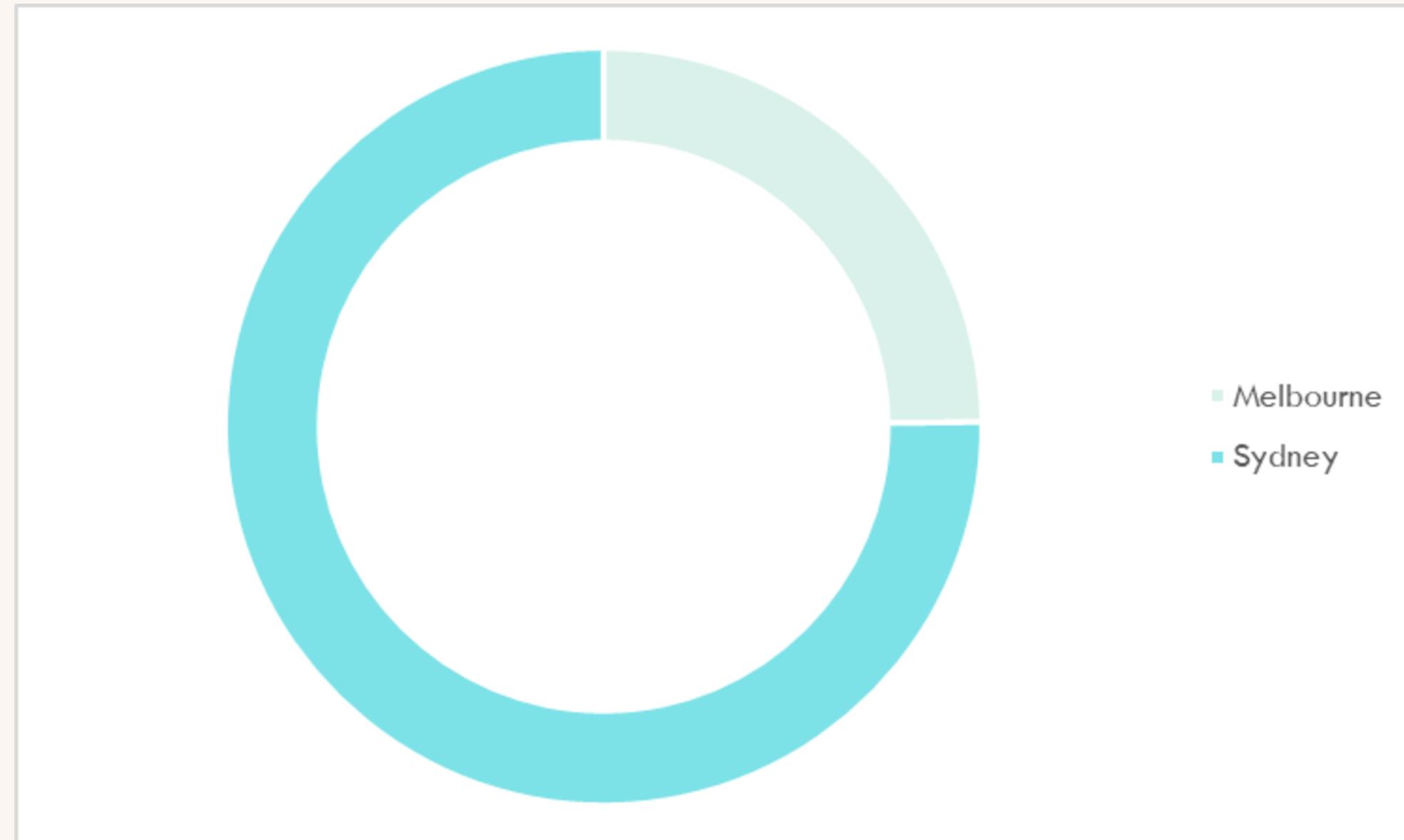


# Monthly sales growth

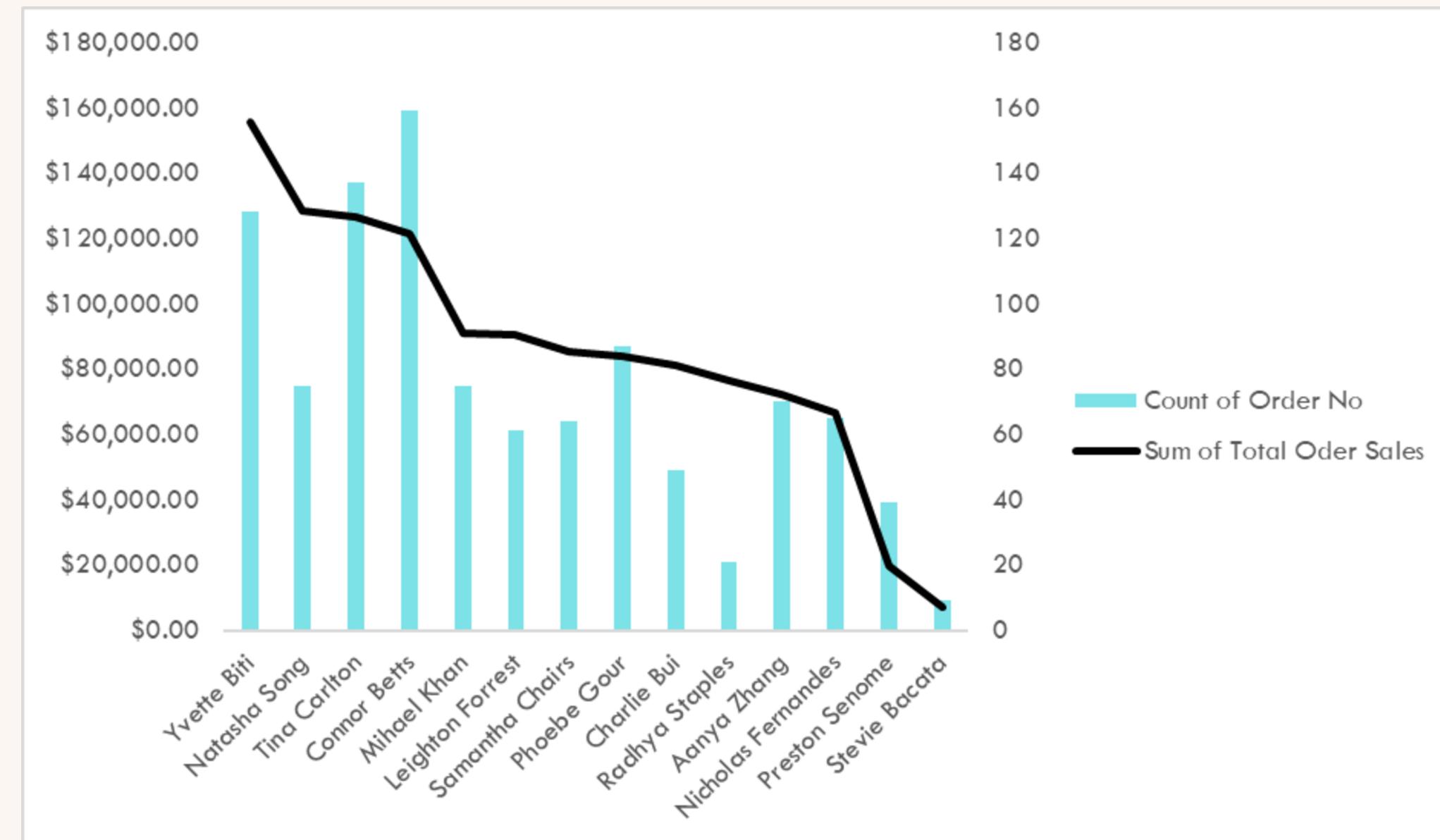
- put date on rows and grouped by months



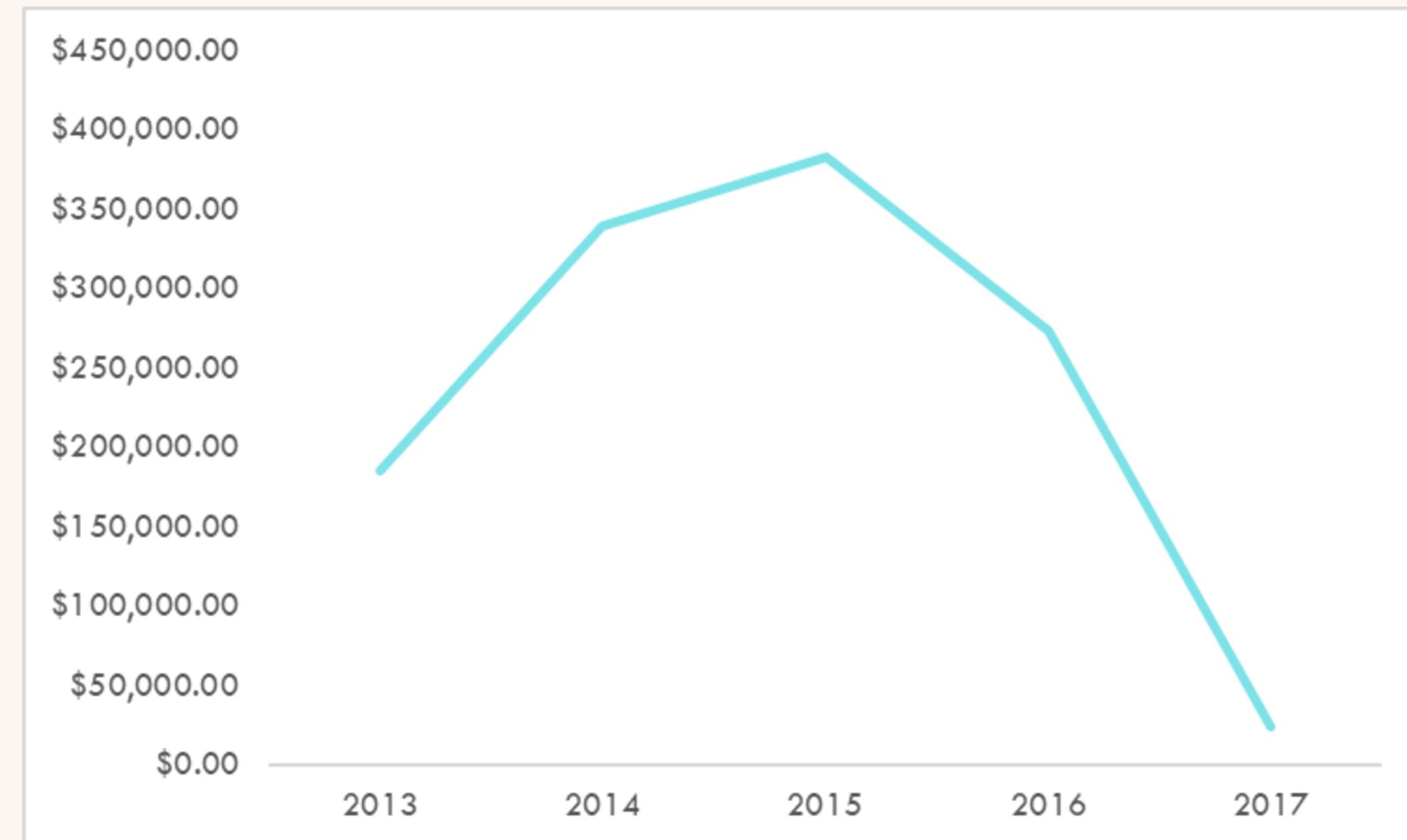
# Sydney sales market share



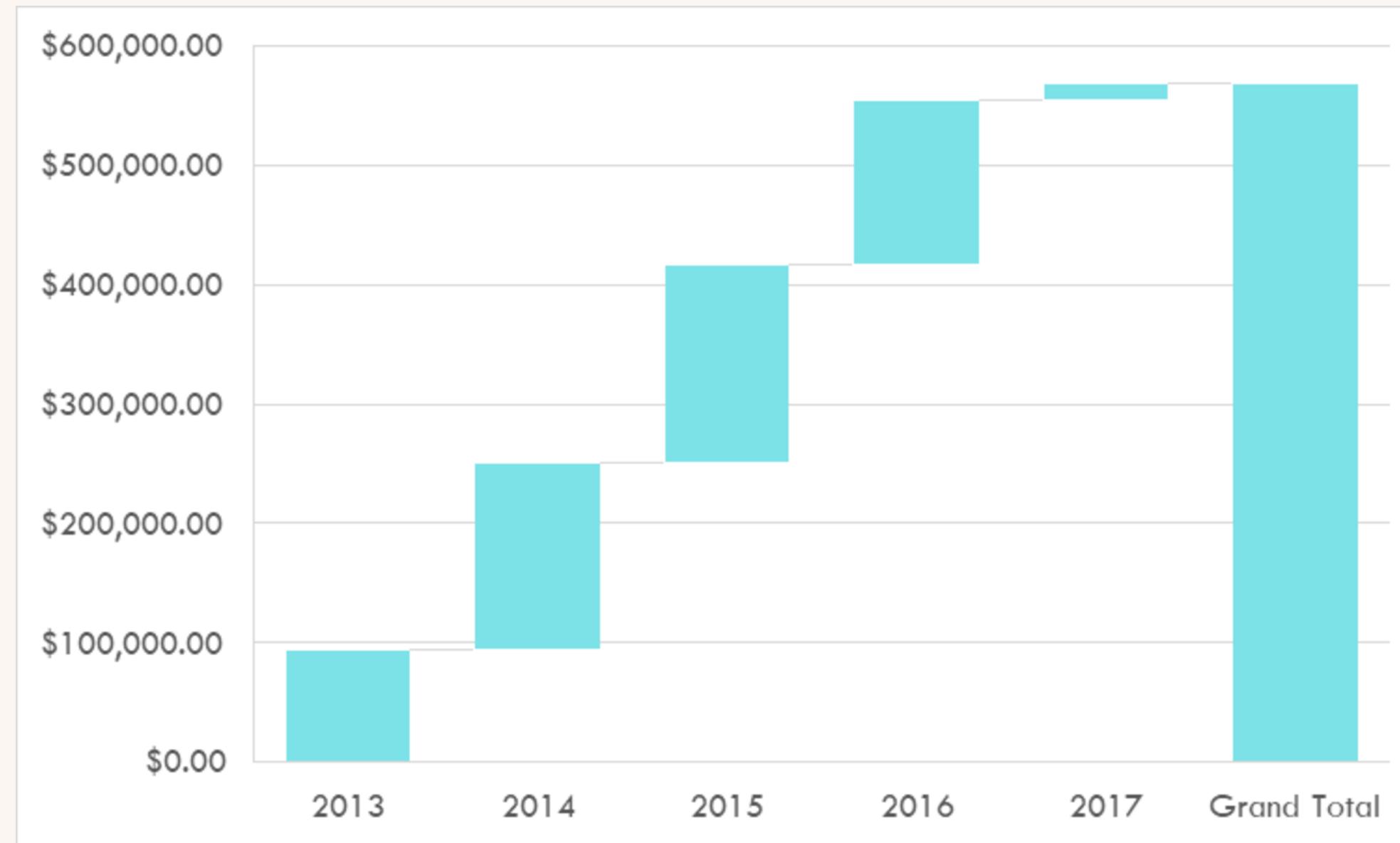
# Account Manager performance



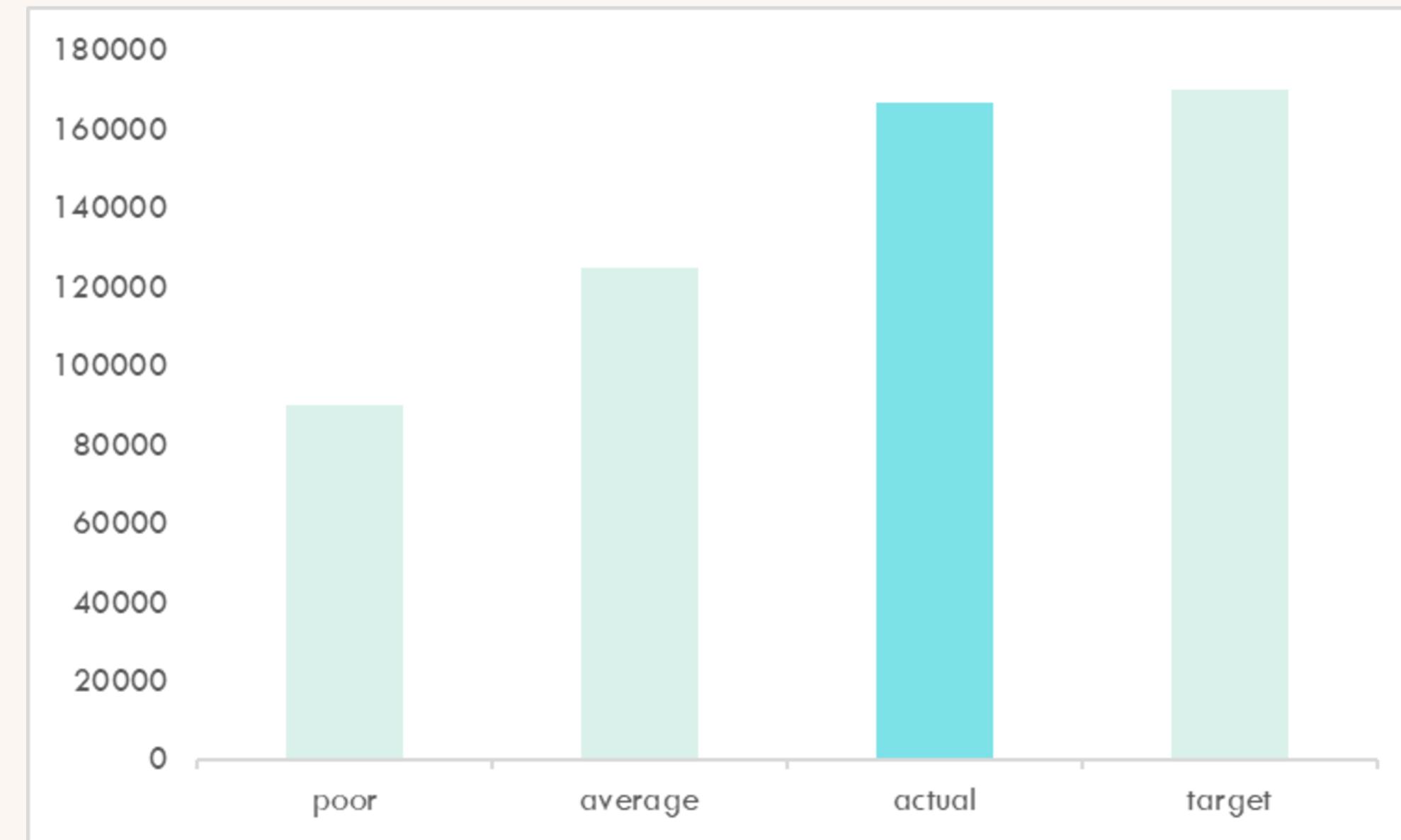
# Annual Sales Evolution



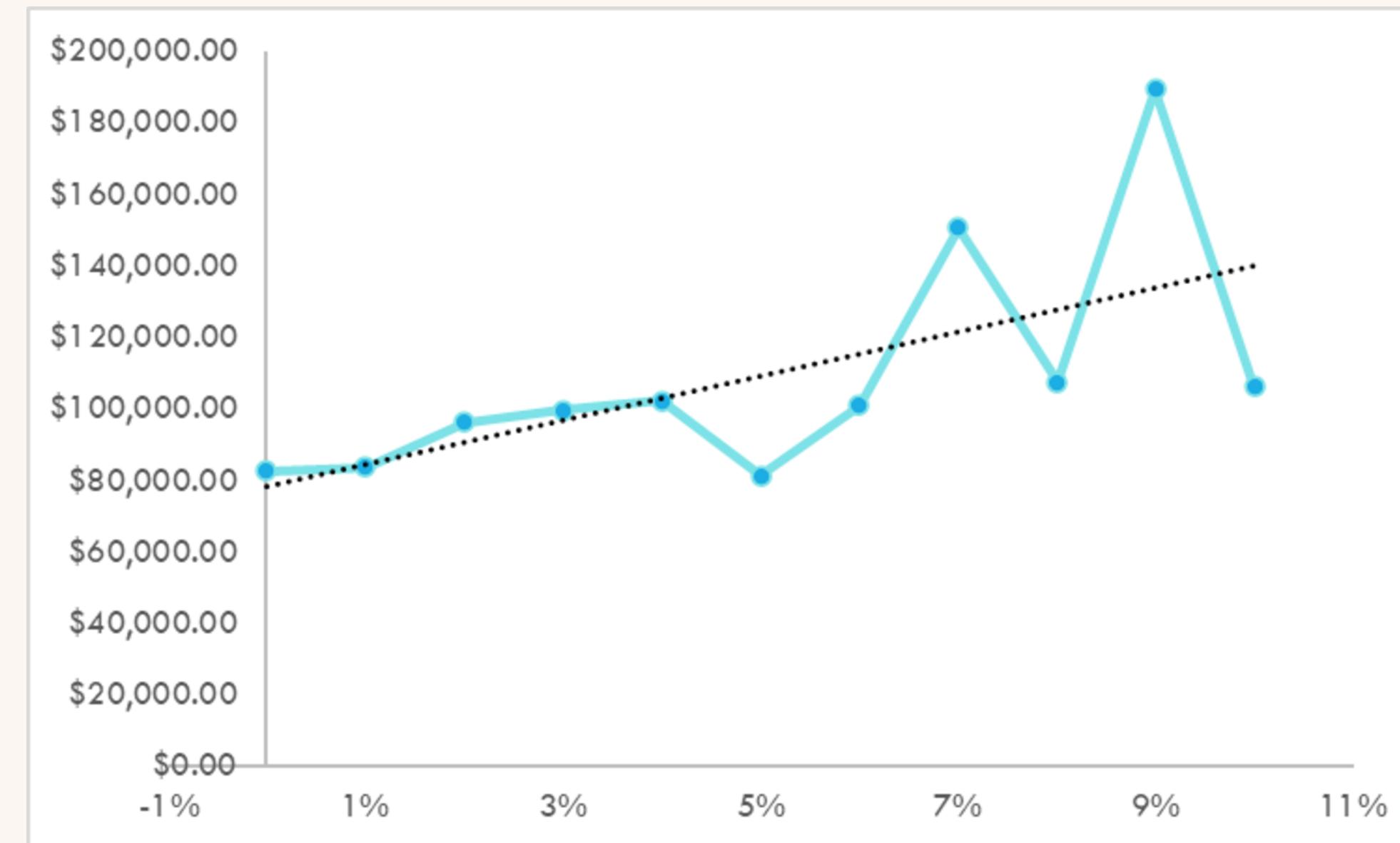
# Retained Earnings



# 2015 benchmark



# Discount impact on total sales



# Key insights from Data

01.

Products HFX LaserJet 3310 Copier and Cando PC940 Copier have the highest revenues from all the products.

02.

Product Emerson LQ-870 Dot Matrix Printer has the highest average profit from all the products.

03.

Retail price is not affected by quantities sold.

# Key insights from Data

04.

- Low order priority takes significantly higher average duration to be shipped compared to other types.
- Delivery Truck has the highest cost

05.

- Second year Quarter and February month have the highest total sales.
- 2017 has the lowest total sales.

06.

- Discount has positive relation with total sales, when discount increases total sales increases.