

Sales Data Analysis

This project report is based on a sample sales data. The dataset provides details about products, manufacturing price, sales price, gross sales, net sales, discounts, COGS, profit etc. Products are distributed in different segments across different countries.

Key Insights are the following.

1. *France Contributed more to Gross Profit with \$3.68M. Lowest Performing Country is Mexico*
2. Sales and Profit Analysis (Based on Year 2013 and 2014): Total Profit is 16.89M and total NetSales is 118.73M. Significant Growth is shown in Profit and NetSales while comparing two years. Profit increased to 13.02M in 2014 as compared to 3.88M in 2013. Similarly Net Sales increased from 26.42M in 2013 to 92.31 in 2014. Gross Sales also increased from 28.56 M in 2013 to 99.37M in 2014.
3. Analysis based on country: France, Germany and Canada are the main countries that are significantly contributing to net profit. Regarding net sales United States of America is contributing more. Mexico is in the last position in both net sales and profit. France leads in profit.
4. Analysis based on Segments: The Government segment is contributing more to net profit followed by small business segment. Lowest performing segment is Enterprise.
5. Product based Analysis: Paseo is the top product having 33.01M total sale.
6. Discounts Given. Total Discounts given are 9.21M

According to these insights we can say that company has to focus more on regions like France, Germany, Canada where profit and net sales is high. Focus on segments like Government. Try new strategies in Mexico to improve sales and profit.