Answer of Optional Project
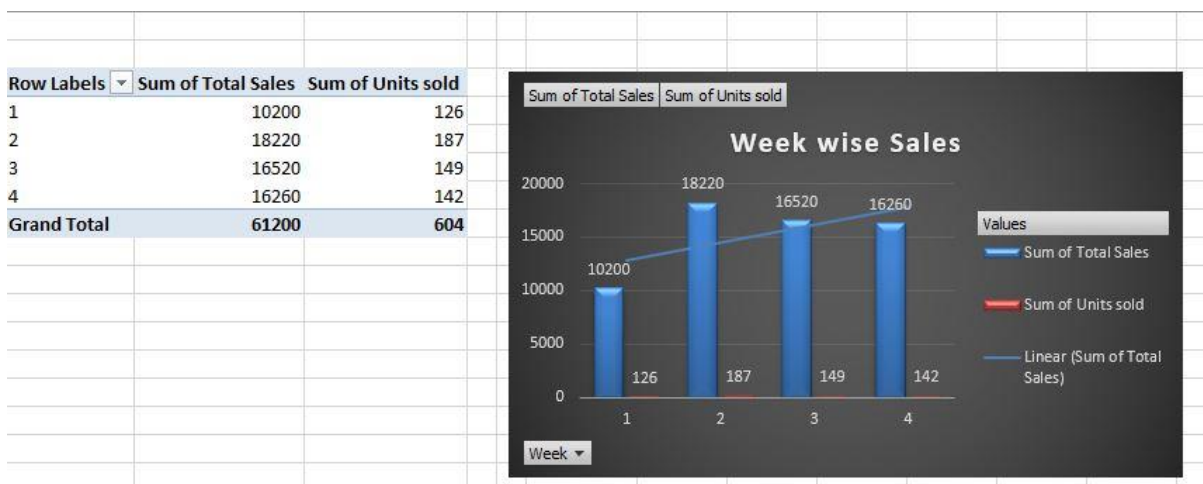
While working on this dataset I have used Pivot Table to obtain all the insights from it.

Week	Category	Brand	Product Name	Units sold	Price/Unit	Profit Margin on SP	Total Sales
1	Shampoo	Sunsilk	Anti Dandruff	36	90	0.05	3240
1	Soap	Pears	Aloevera	38	40	0.12	1520
1	Body Wash	Nivea	Cool Mint	10	180	0.1	1800
1	Face Wash	Garnier	Anti Acne	14	120	0.15	1680
1	Toothpaste	Close Up	Max fresh	28	70	0.2	1960
2	Shampoo	Sunsilk	Anti Dandruff	45	90	0.05	4050
2	Soap	Pears	Aloevera	36	40	0.12	1440
2	Body Wash	Nivea	Cool Mint	31	180	0.1	5580
2	Face Wash	Garnier	Anti Acne	38	120	0.15	4560
2	Toothpaste	Close Up	Max fresh	37	70	0.2	2590
3	Shampoo	Sunsilk	Anti Dandruff	24	90	0.05	2160
3	Soap	Pears	Aloevera	11	40	0.12	440
3	Body Wash	Nivea	Cool Mint	44	180	0.1	7920
3	Face Wash	Garnier	Anti Acne	22	120	0.15	2640
3	Toothpaste	Close Up	Max fresh	48	70	0.2	3360
4	Shampoo	Sunsilk	Anti Dandruff	23	90	0.05	2070
4	Soap	Pears	Aloevera	12	40	0.12	480
4	Body Wash	Nivea	Cool Mint	47	180	0.1	8460
4	Face Wash	Garnier	Anti Acne	21	120	0.15	2520
4	Toothpaste	Close Up	Max fresh	39	70	0.2	2730

1. **Week Wise Sales**

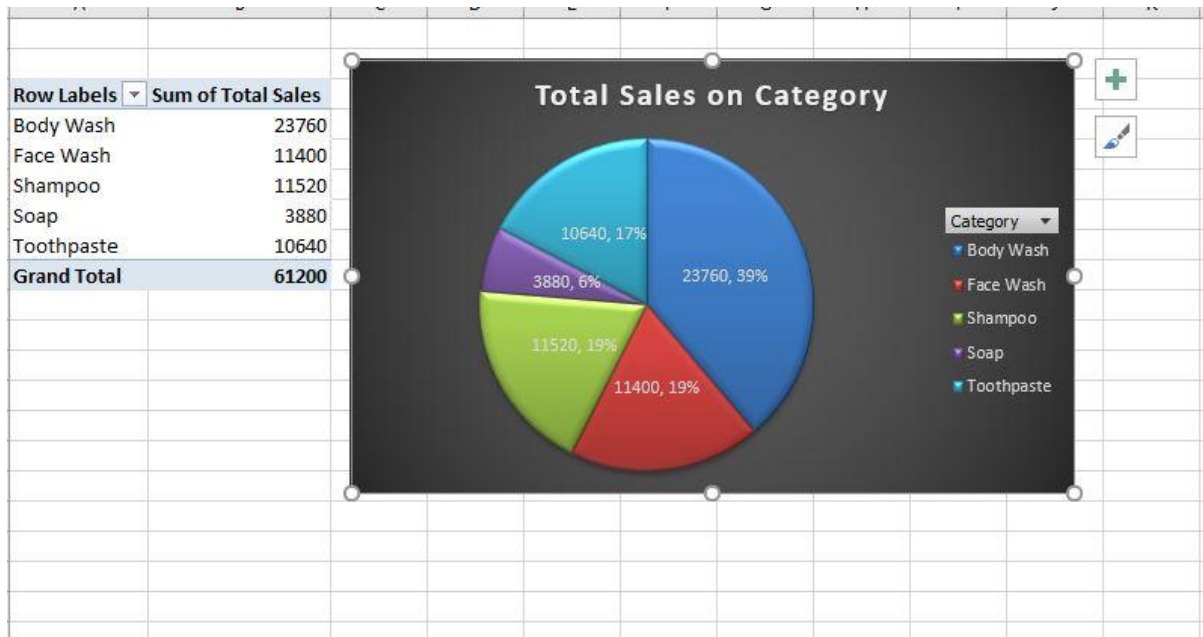| Row Labels	Sum of Total Sales	Sum of Units sold
1	10200	126
2	18220	187
3	16520	149
4	16260	142
Grand Total	61200	604

From the above diagram I have used column chart to define Week Wise Sales in a better manner.

In this I can see 187 units sold in a week with 18220 sales value.

2. **Total Sales on category**

Row Labels ▾	Sum of Total Sales
Body Wash	23760
Face Wash	11400
Shampoo	11520
Soap	3880
Toothpaste	10640
Grand Total	**61200**

Total Sales on Category

10640, 17%

3880, 6%

23760, 39%

11520, 19%

11400, 19%

Category ▾
- Body Wash
- Face Wash
- Shampoo
- Soap
- Toothpaste

From the above pictures I have find out Total sales on Category by using Pie Chart which shows Body Wash has the major sales with 23760 value.

3. **Product Wise Sales**

Row Labels ▾	Sum of Total Sales
Aloevera	3880
Anti Acne	11400
Anti Dandruff	11520
Cool Mint	23760
Max fresh	10640
Grand Total	**61200**

Product Wise Sales

25000
20000
15000
10000
5000
0

3880   11400   11520   23760   10640

Aloevera   Anti Acne   Anti Dandruff   Cool Mint   Max fresh   Total

Total

Product Name ▾

From the above diagram it shows that Cool Mint has the sale value of about 23760.

4. **Brand Wise Sales**

Row Labels	Sum of Total Sales
Close Up	10640
Garnier	11400
Nivea	23760
Pears	3880
Sunsilk	11520
Grand Total	61200

Brand Wise Sales

SUNSILK 11520
PEARS 3880
NIVEA 23760
GARNIER 11400
CLOSE UP 10640

Brand ▾

0 5000 10000 15000 20000 25000

■ Total

From the above image it shows that Nivea Brand sales is 23760.

5. **Category Wise Units Sold**

Row Labels	Sum of Units sold
Body Wash	132
Face Wash	95
Shampoo	128
Soap	97
Toothpaste	152
Grand Total	604

Category Wise Units Sold

160
140
120
100
80
60 132
40 95
20 128
0 97 152

BODY WASH FACE WASH SHAMPOO SOAP TOOTHPASTE

Category ▾

■ Total

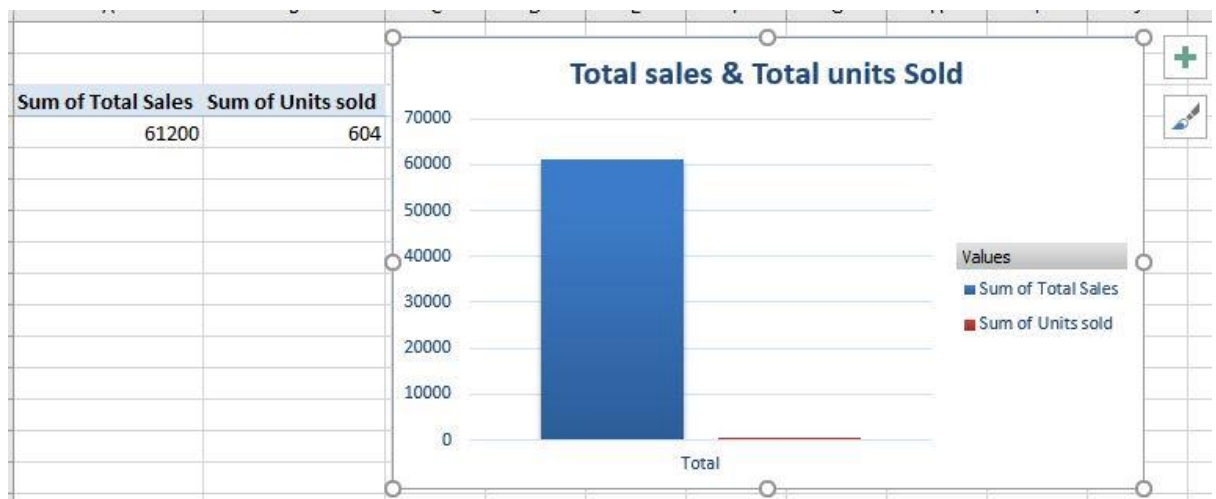**From the above Area chart Toothpaste is the leading product to be sold with 152 units in it.**

6. **Brand Wise Units Sold**

Row Labels	Sum of Units sold
Close Up	152
Garnier	95
Nivea	132
Pears	97
Sunsilk	128
Grand Total	604

Brand Wise Unit Sold

	Close Up	Garnier	Nivea	Pears	Sunsilk
Total	152	95	132	97	128

Nivea is the leading Brand wise unit sold in this dataset with 132 units sold.

7. **Total Sales & total units sold**

Sum of Total Sales	Sum of Units sold
61200	604

Total sales & Total units Sold

Values
- Sum of Total Sales
- Sum of Units sold

I have shown the total sales & total units sold with Column chart which Shows that,
Total sales is 61200
Total units sold is 604