

DataSet Description

◆ File Name:

sales_dataSet.xlsx

◆ Source:

Internally maintained sales data collected over a defined time period.

◆ Purpose:

The dataset is used to analysis sales performance across countries, identify top-performing sales representatives, and summary key business metrics such as revenue, shipment count, and boxes shipped.

◆ Key Columns:

Column Name	Description
Country	The country where the sales transaction took place
Sales Person	Name of the sales representative involved in the transaction
Amount	Total sales value in Indian Rupees (₹)
Boxes Shipped	Number of boxes shipped per transaction
Shipment Count	Total number of shipments processed
Product Details	(If applicable) Information about products sold during transactions
Date	(Optional) Transaction or shipment date

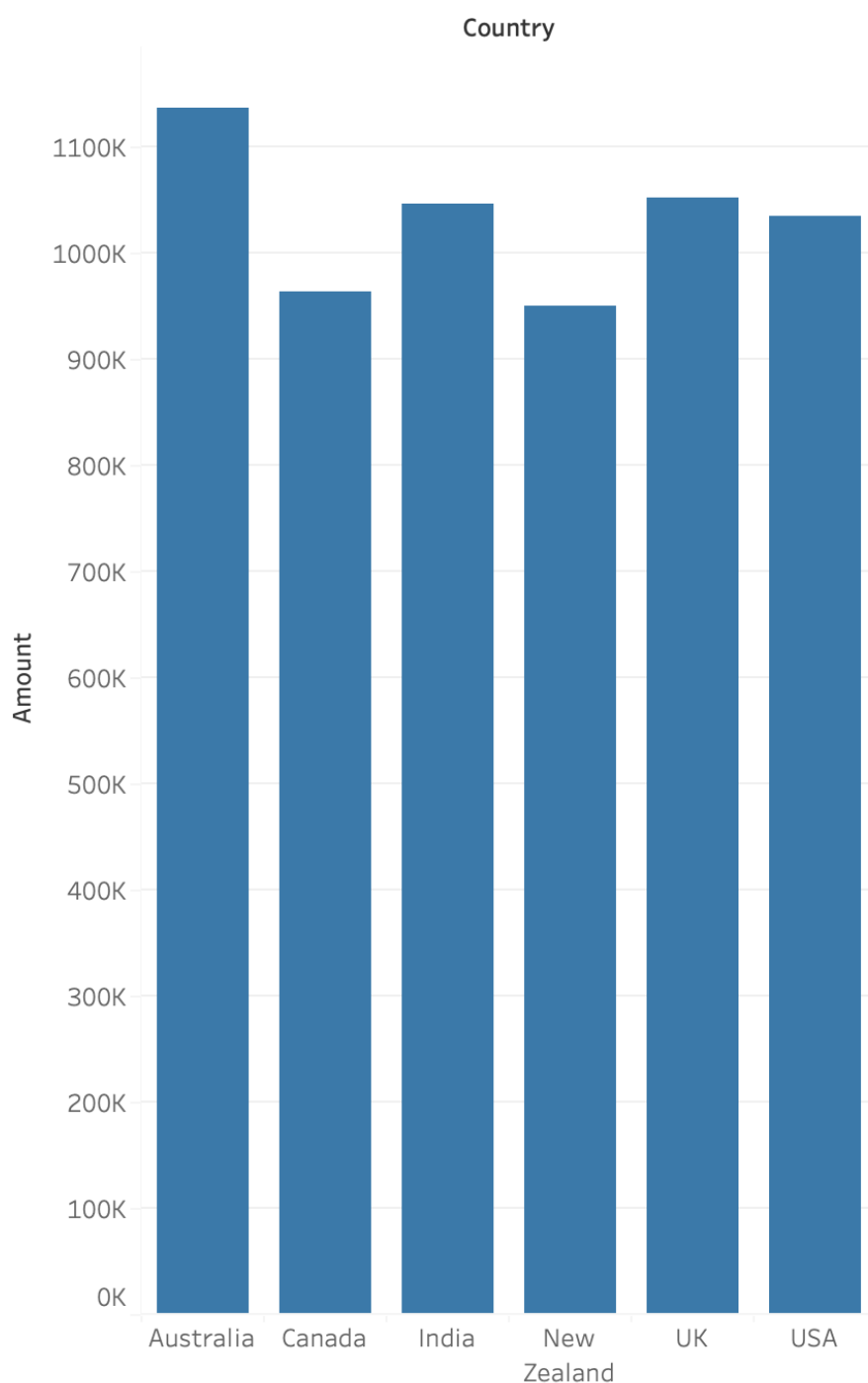
◆ Dataset Size:

- **Records:** Varies (depending on your sheet, you can mention a number like “1,000+ rows”)
- **Time Period:** Not specified, assumed to be a recent business cycle

Regional Performance

The **Sales by Country** chart shows that **Australia** leads the way, closely followed by the **UK, India, and the USA**. These countries are performing consistently, each contributing over ₹1 million in sales. However, **Canada and New Zealand** trail slightly behind, hinting at potential areas for strategic growth or deeper market penetration.

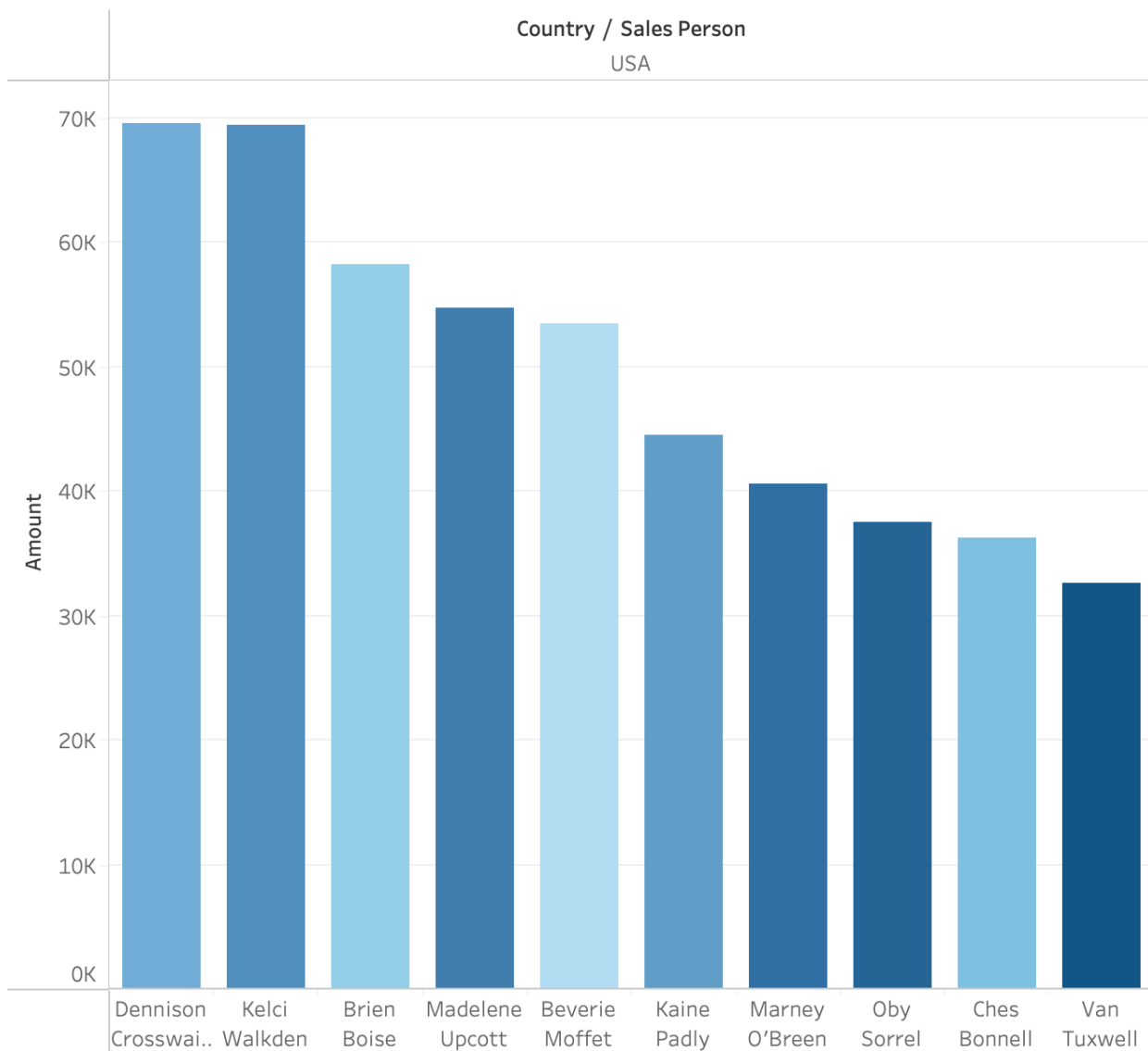
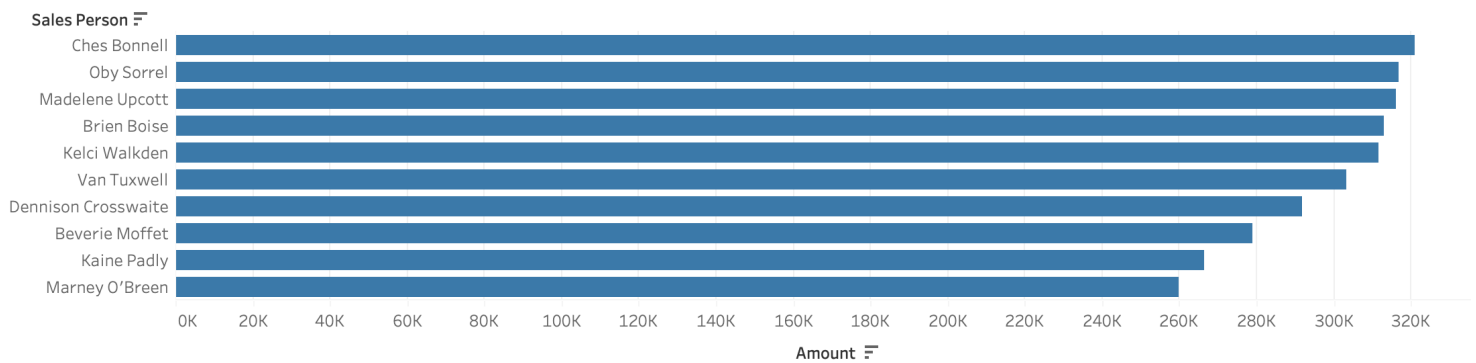
Sales by Country



Star Performers

The **Top 10 Sales Persons** chart reveals that **ChesBonnell** is the top contributor, significantly ahead of peers with over ₹300K in sales. **Oby Sorrel** and **Madeline Upcott** follow as strong performers. Recognizing and learning from the approaches of these top salespeople could help boost overall team productivity.

Top 10 Sales by persons



Takeaways

- 🌟 **Australia** is the top-performing country — a proven market.
- 🧑 **Ches Bonnell** is the top sales rep — deserves recognition and possible mentorship role.
- 📈 **Canada & New Zealand** show room for improvement — potential focus for upcoming quarters.
- 🚚 **High shipment activity** supports robust logistics but may need optimization if costs are high.

Business Summary

Amount	₹1,035,349.00
Boxes Shipped	26,824
Shipment Cou..	179

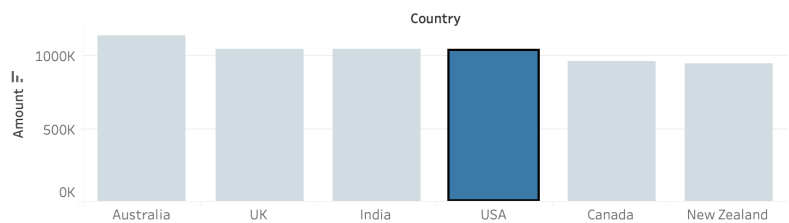


DashBoard

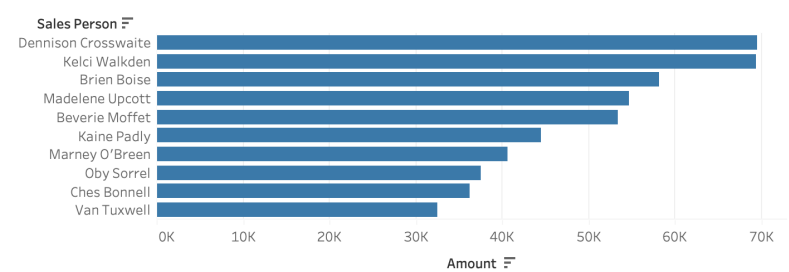
Business Summary

Amount	Boxes Shipped	Shipment Count
₹1,035,349.00	26,824	179

Sales by Country



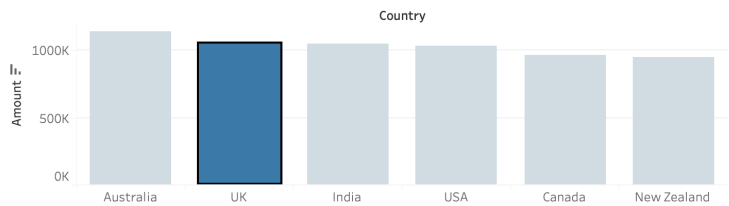
Top 10 Sales persons



Business Summary

Amount	Boxes Shipped	Shipment Count
₹1,051,792.00	30,265	178

Sales by Country



Top 10 Sales persons

