

Sales Performance Analysis for ABC Electronics

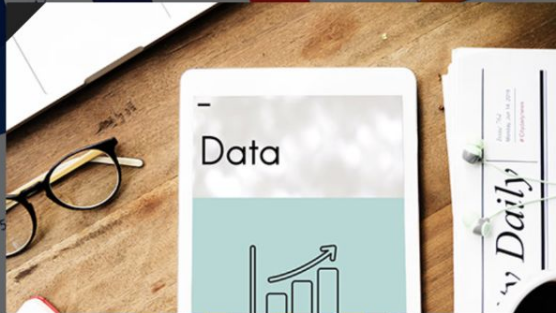
Sai Sadhasivam - [Excel - Workbook](#)

Task 1 – Filtered Data

Orders filtered based on specific criteria.

Time period for analysis.

Purpose of filtering.



Orders filtered: Region = South, Category = Electronics.



Period: Last 1 year.



Result: Filtered subset for deep dive.

Task 2 – Cleaned Data

1

Columns cleaned: Region, Product Category

2

Methods: TRIM, UPPER, LOWER

3

Result: Uniform data prepared for analysis

Task 3 – Merged Avg Sales

01

Average Sales calculated per Region.

This metric provides insight into regional performance, helping to identify areas of strength and weakness.

02

Merged back to transaction data using VLOOKUP.

This integration allows for seamless data analysis across different datasets.

03

Enabled region-level sales comparisons.

By comparing sales across regions, we can better understand market dynamics and adjust strategies accordingly.

Task 4 – Sales Summary & Furniture Insights

₹2,539,669

Total Sales in North Region

The total sales figure for the North region, which is crucial for understanding regional performance.

26.64%

Average Discount on Furniture

This percentage indicates the average discount applied to furniture sales, relevant for pricing strategy.

₹2,494,411

Total Sales in South Region

The total sales figure for the South region, providing insights into regional sales dynamics.

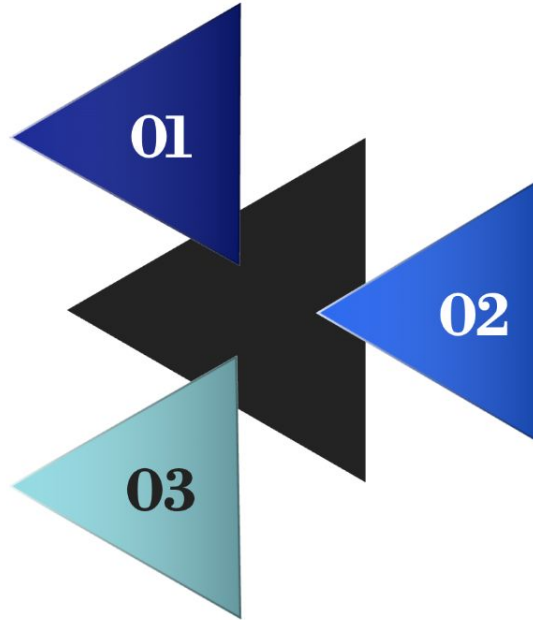
₹1,023

Average Profit from Furniture Sales

This figure represents the average profit earned from furniture sales, useful for assessing profitability.

Task 5 – Pivot Summary

Total Sales, Total Profit metrics identified for analysis.

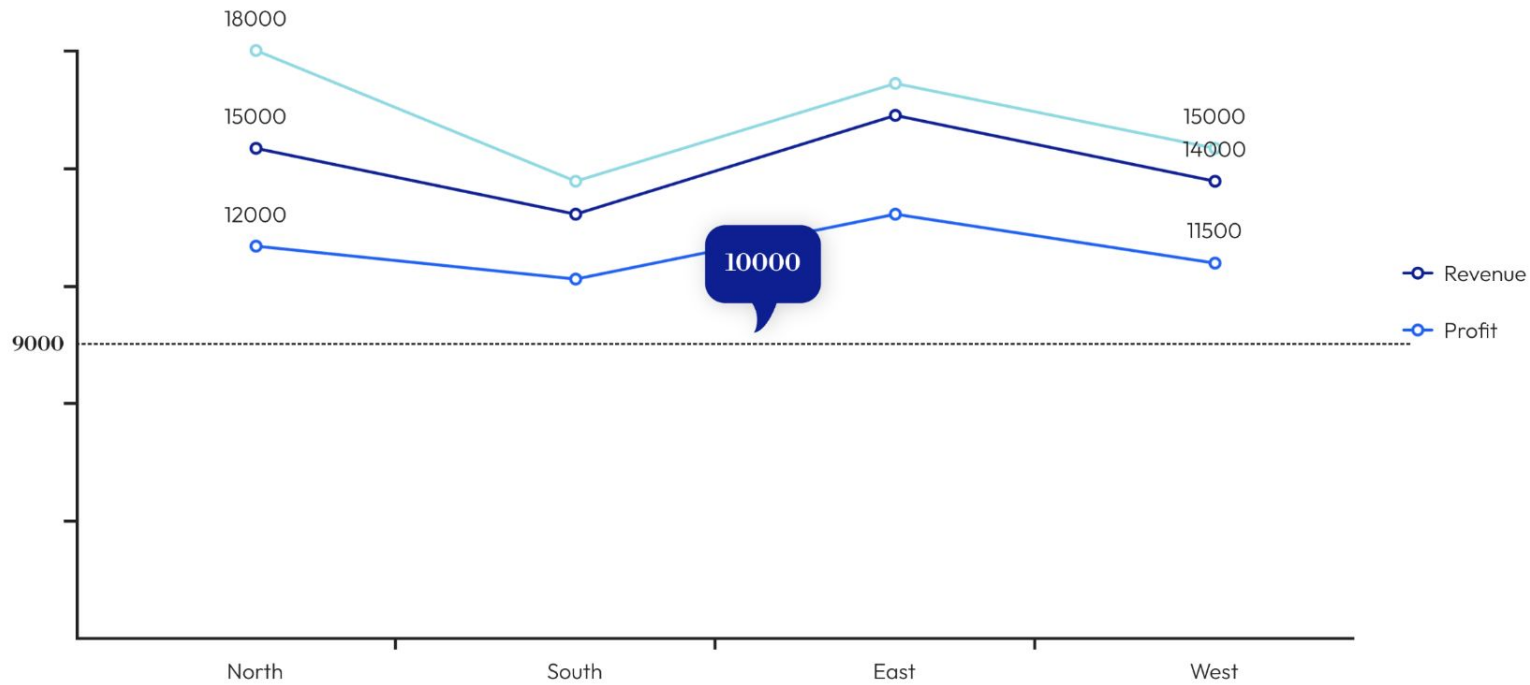


Allows for detailed analysis across different categories and regions.

Region and Product Category serve as dimensions for deeper insights.

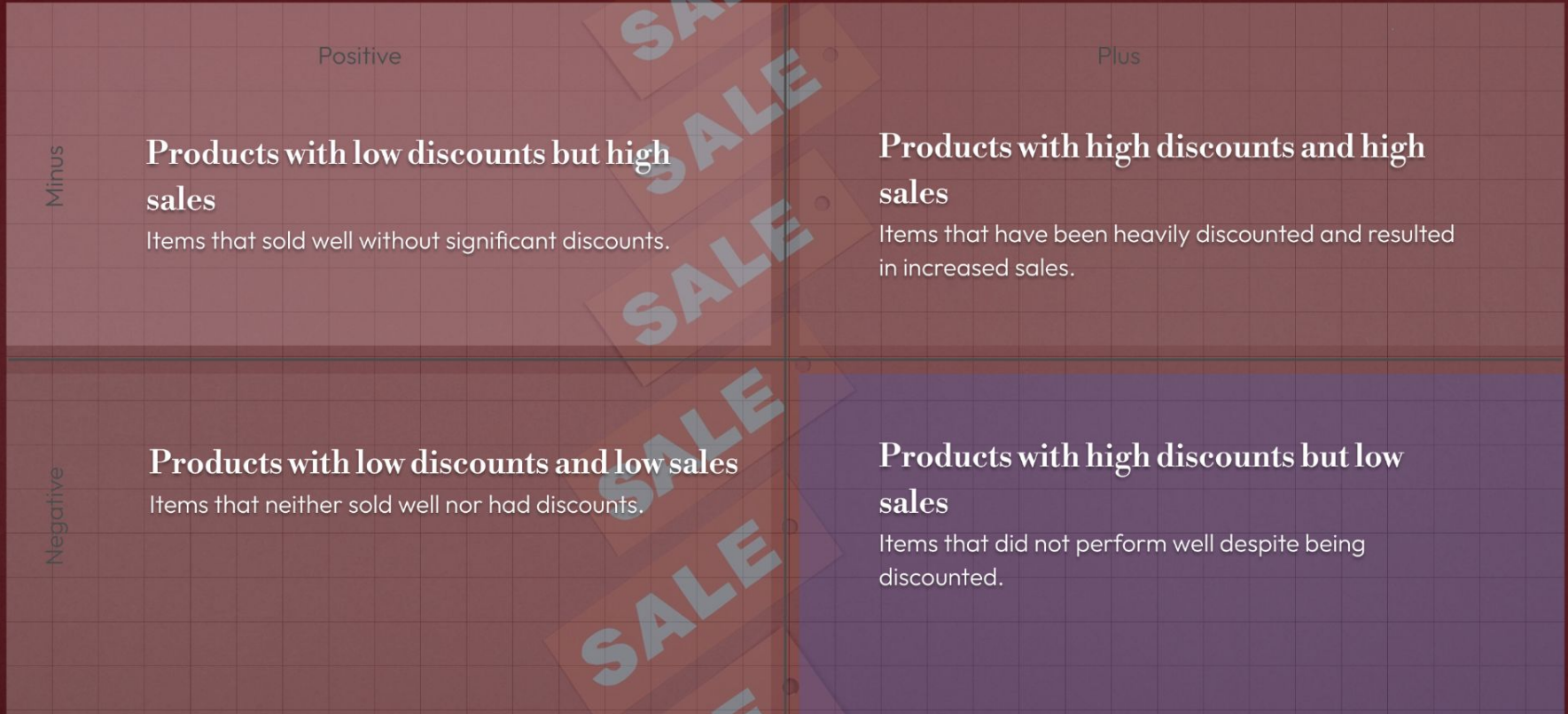
Task 6 – Charts

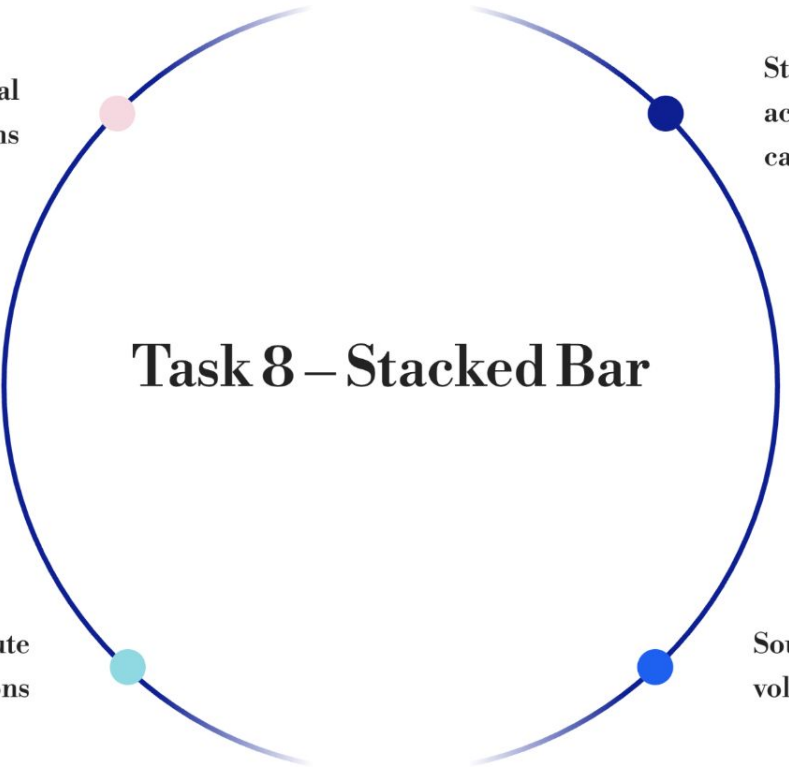
Total Sales By Region



Sales data from Q3 2023

Task 7 – Regression Analysis





Enables quick identification of regional
product strengths

Stacked Bar Chart visualizes total sales
across regions, segmented by product
categories

Task 8 – Stacked Bar

Furniture and Electronics contribute
the majority across all regions

South and East lead in overall sales
volume

Task 9 – Interactive Dashboard

₹10,109,783.69

Total Profit

The profit earned after deducting costs.

Clothing

Top Product Category

The product category that generated the highest sales.

Charts, Filters

Dashboard Features

Visual tools for data representation and analysis.

Real-time analysis

Analysis Capability

The ability to analyze data as it is generated.

Task 10 – Conditional Formatting

Sales > ₹4000 → Orange
This condition highlights transactions with sales greater than ₹4000, drawing attention to significant sales figures.



Conditions Applied: Profit Margin > 50% → Green

This condition highlights transactions where the profit margin exceeds 50%, indicating strong profitability.



Quickly identifies key transactions

The use of conditional formatting allows for rapid identification of important transactions within the sales data.

Conclusion

Analysis highlights significant insights into sales performance.

This analysis provides a comprehensive view of sales dynamics across various regions.

Focus on regional performance variations.

Understanding how different regions contribute to overall sales.

Product category performance examined.

Identifying which product categories are driving sales.

Foundation for strategic decision-making established.

Insights gained will inform future business strategies.