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| SALES ANALYSIS |
| Analyzing sales data based on products to understand which products are contributing to revenue and the products that need improvement. |
| High and low sales performance based on region, country, continent, state or city to identify trends based on regions. |
| Sales data analysis based on time period (day wise, weekly, monthly, yearly) to identify how sales changed over time |
| Top sales performance based on average of selling products. |
| Sales analysis based on profit margin leads to identify low margin and high margin to get the products with high profitability |

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| PRODUCT ANALYSIS |
| Sales performance analysis based on product type, category to identify top selling product and calculate total sales, average sales per product, sales growth over time. |
| Identify the least running products to change product behavior and for further improvement. |
| Analyzing products based on store location like office code, city, country, state. |
| Product analysis based on customer feedback, reviews for product improvement, new product development. |
| Inventory analysis- checking products on high demand whether they are available or out of stock etc. |

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| CUSTOMER ANALYSIS |
| Demographic analysis based on customer preferences, customer’s income, education, location of customers. |
| Customer behavior analysis based on customer loyalty, average money spent per transaction, purchase frequency. |
| Customer relationship with particular brands, areas of improvement based on any bad experiences. |
| Customer attitude towards trends, pricing, products and shopping experience. |

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| DEMOGRAPHIC ANALYSIS |
| Analysis based on customer’s age which age group are contributing to the sales of maximum products. |
| Customer’s gender whether they are male or female or other and their purchase history respectively |
| Analysis of sales of products based on customer’s occupation that is student, professional, retired etc. |
| Demographic analysis based on marital status of customer like single, married etc. |
| Based on customer’s location which city or region they belong to and their country, continent. |

**RETAIL**