TECHNICAL REPORT ON RETAIL SALES DATA

Introduction:

The dataset used in this report is retail sales data. The data contains 25 columns and 2824 rows. It also contains both categorical and numerical data. The main aim of this analysis is to understand the sales trend between 2003 to 2005 of various products being sold in a logistics company across various countries and cities.

Observations:

During the data cleaning process, it was noticed that the date was not entirely clean. For instance, the date column is not formatted as date but as text. The phone column has inconsistent data format with different spacing types like blanks, dots, brackets, etc. Addressline2 has missing data, same with State and Postal code. It can also be noticed that the data is about the sale of various means of transportation e.g trains, planes, buses, ships, cars, etc, across different countries and the dataset runs through 2003 to 2005.

Conclusion:

- The analysis shows an increase in sales from 2003 to 2004 but a sharp decline in 2005.
- The total sales made over the years is 10.03 million.
- The month with the highest revenue is November with over 2 million while the lowest month is June with sales of over 450 thousand.
- The top 5 countries in sales is UK (6.78%), Australia (8.93%), France (15.73%), Spain (17.21%) and the highest being USA (51.36%).
- Classic cars are the top product with total revenue of 3.9M and the lowest is trains with revenue of about 200 thousand.
- The top city is Madrid with revenue of 1.08M while the lowest is San Francisco with about 220 thousand.

Links for dataset: https://hng.tech/internship, https://hng.tech/hire

Below is the Power BI Dashboard of the Analysis.

SALES ANALYSIS

2003 **2004** **2005**

3K
Order Count

10.03M
Total Sales

Sum of Sales by Month

2M

1M

0M

Jan Oct Nov Dec Feb Mar Apr May Jun Jul Aug Sep

Top 5 Countries in Sales

UK 6.78%
Australia 8.93%
France 15.73%
Spain 17.21%
USA 51.36%

Avg. Sales by Dealsize

Small 13.97%
Medium 29.81%
Large 56.21%

Avg. Sales by Status

Resolved 14.09%
Cancelled 14.25%
In Process 15.51%
Disputed 22.67%
On Hold 17.88%
Shipped 15.6%

Total Sales by Products

Product	Sales
Classic Cars	3.9M
Vintage Cars	1.9M
Motorcycles	1.2M
Trucks and Buses	1.1M
Planes	1.0M
Ships	0.7M
Trains	0.2M

0M 1M 2M 3M 4M

Top 6 Cities by Sales

City	Sales
Madrid	1.08M
San Rafael	0.65M
NYC	0.56M
Singapore	0.29M
Paris	0.27M
San Francisco	0.22M

0.0M 0.2M 0.4M 0.6M 0.8M 1.0M