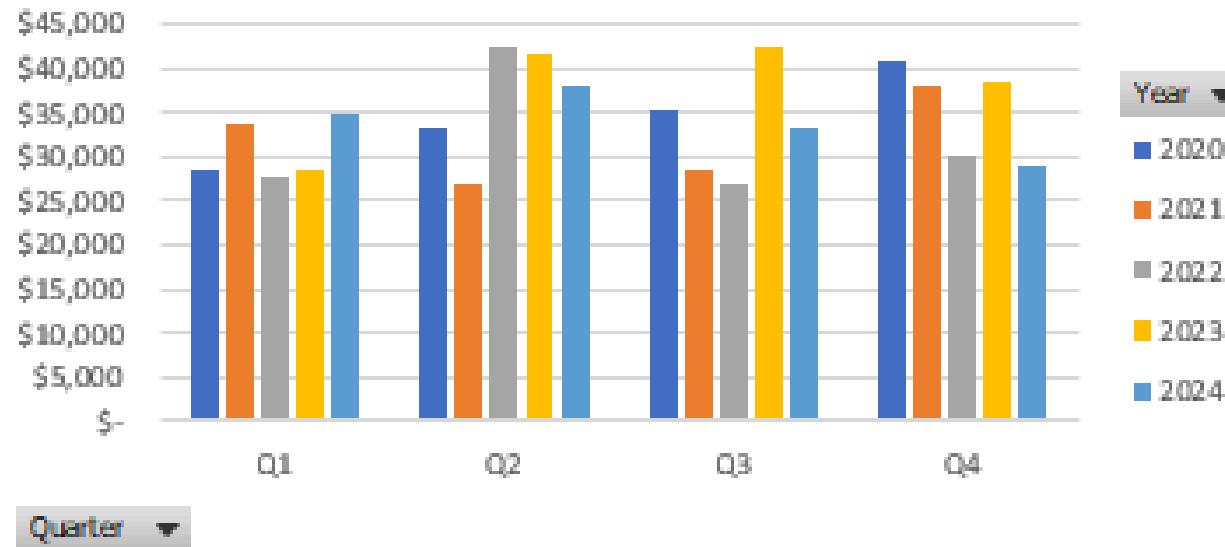


Sales Dashboard of Electronic Store ABC in 2020-2024

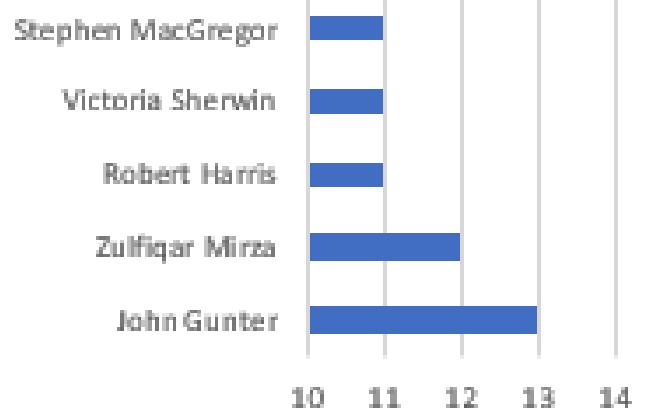
Figures in USD

The Dashboard explain the data of sales Electronic Store ABC from 2020-2024 with total sales is \$678,016.

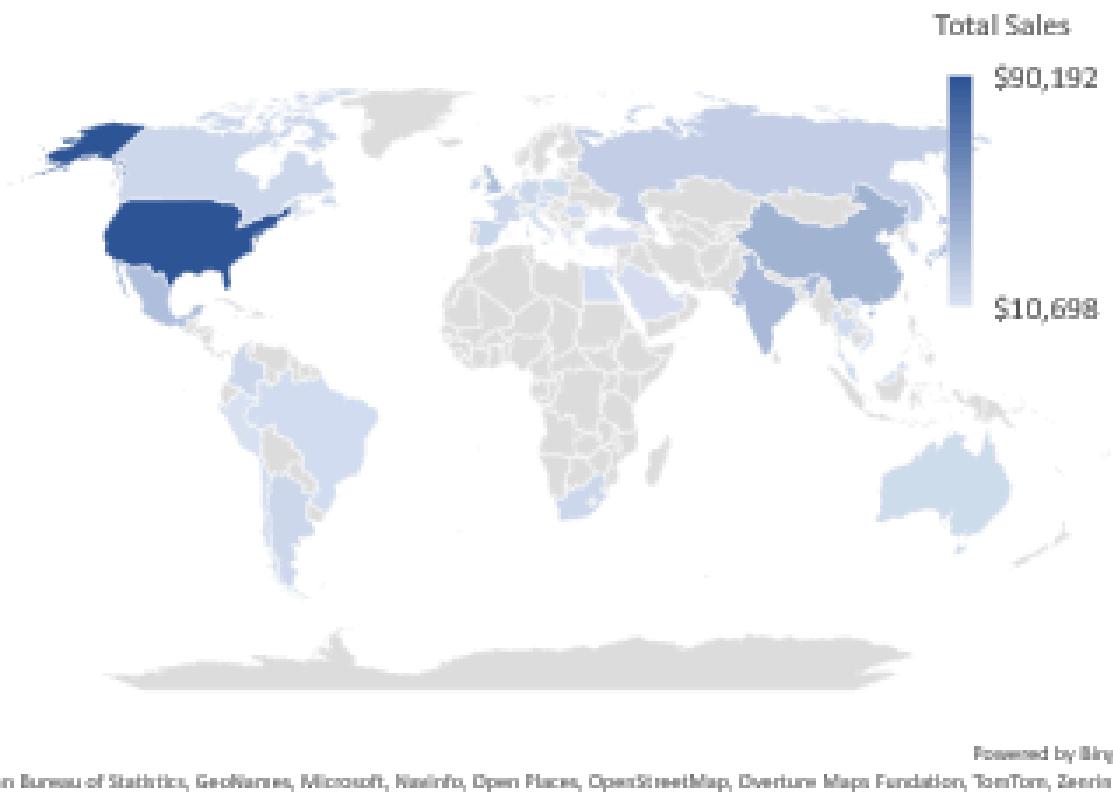
Total Sales Quartal/Year



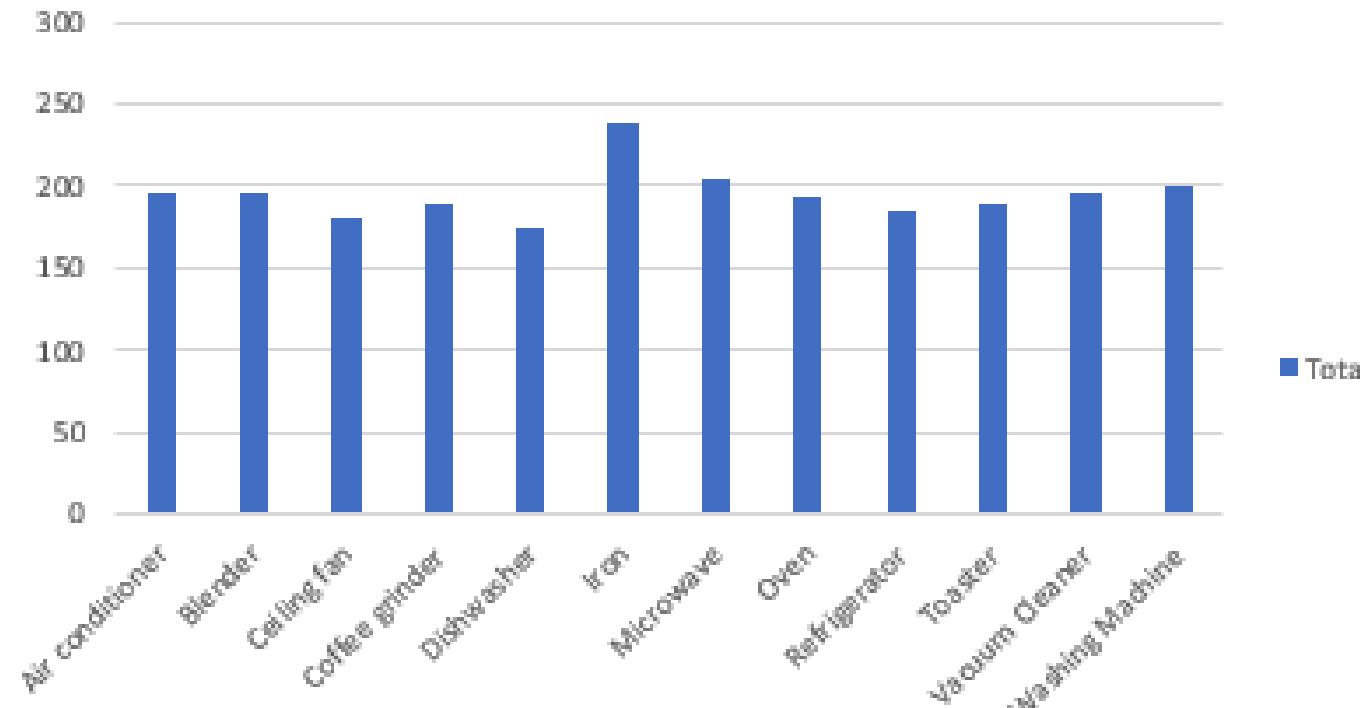
Top Sales Person



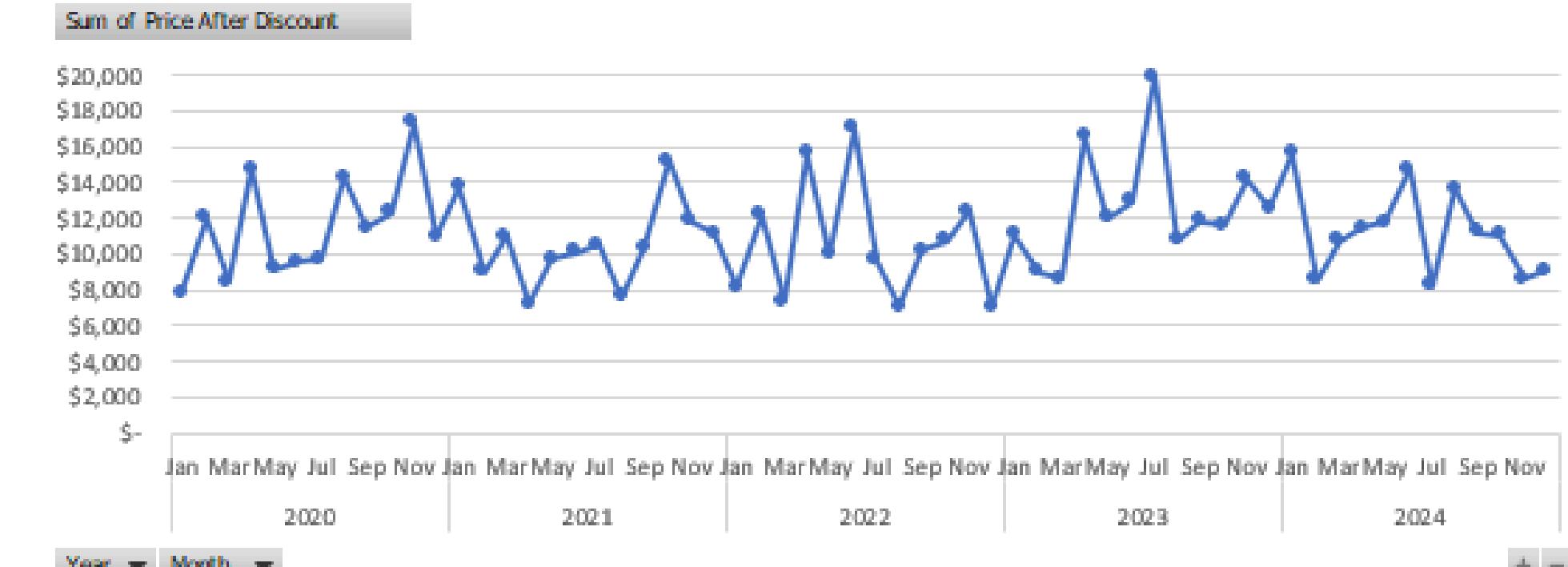
Sales by Country/Region



Top Product Sales



Total Sales Each Year/Month



June/2025

DATA ANALYSIS:

Sales Electronic Store Analysis 2020-2024: Insight Performances & Strategies

SALMA SALSABILA
SELF PROJECT 2025

PROJECT & BUSINESS OVERVIEW

In this project I will conduct a data analysis of customer records at Electronic Store using microsoft excel as an analysis tool. I will practice to find insights and summaries of sales performance, and identify what is best and can be improved for the store. This can help to create promotions and strategies based on the sales performance for each store.

ABC Company is a company engaged in the sale of electronic goods such as refrigerators, irons, blenders, and others. ABC Company has offline stores in various countries and cities.

The sales system at ABC company is that there is a discount on every offline purchase depending on the strategy of each branch. Sales recording of ABC Electronic Store for the analysis is from 2020-2024.

STEP ANALYSIS

I will do these steps for the project:

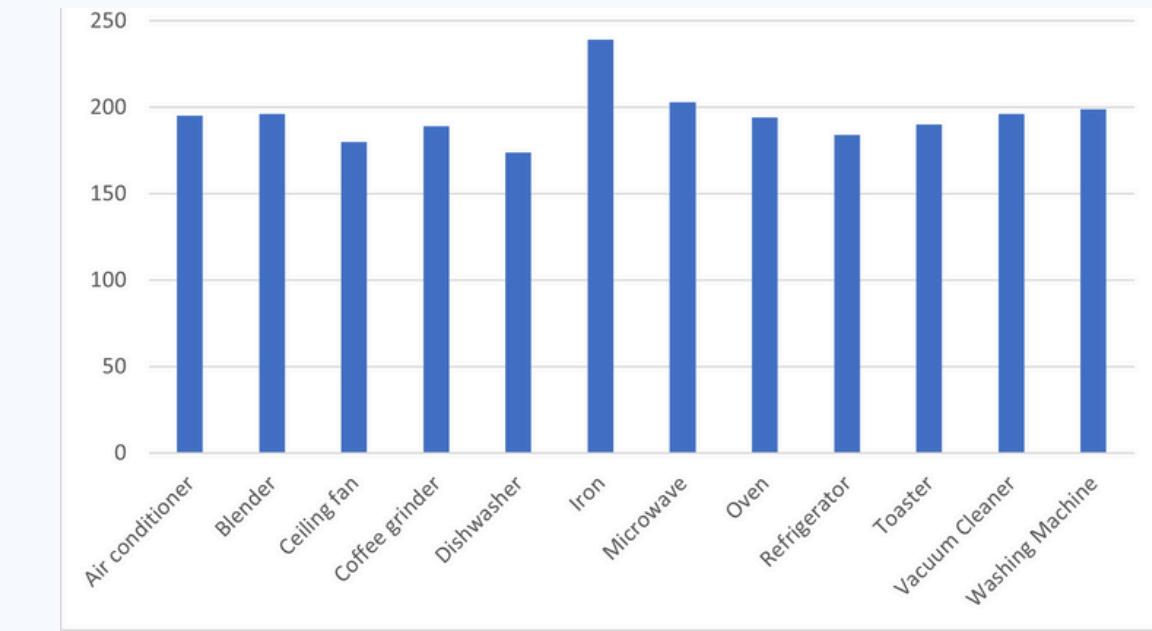
- in the cleaning process, I checked the data if there are duplicates or missing some values by using blabla bla then I check the date to make sure they are in the same format. Turns out some of them are not, so I change them to the same format. Then I add another column to separate the date value and create a column for the difference between the actual price (after discount) and the list price.
- In data processing, I use pivot table to make some insights, using analysis tools in Excel to find average, maximum list price, top sales, and which item make sales most.
- In analysis process, I make graph for people to understand more easily and find the patterns out of it.

JE Code	Store	Country	Region	Date	Item	Salesperson	List
I-1001	Moscow	Russia	EMEA	10/6/2024	Microwave	May Wilmot	\$
I-1002	Toronto	Canada	NA	4/23/2021	Microwave	David Shiner	\$
I-1003	Sao Paolo	Brazil	LATAM	4/3/2023	Air conditioner	Gary Reynolds	\$
I-1004	Istanbul	Turkey	EMEA	8/14/2024	Ceiling fan	Mark Buntain	\$
I-1005	Sydney	Australia	APAC	3/3/2021	Toaster	Christine Davies	\$
I-1006	Shenzhen	China	APAC	4/25/2022	Iron	Gary Shaw	\$
I-1007	Lima	Peru	LATAM	6/6/2022	Dishwasher	Christopher Cresswell	\$
I-1008	Tijuana	Mexico	LATAM	6/7/2022	Iron	Gillian Allnutt	\$
I-1009	London	UK	EMEA	12/11/2021	Washing Machine	Francis Godden	\$
I-1010	Lima	Peru	LATAM	9/7/2020	Iron	Christopher Cresswell	\$
I-1011	Riyadh	Saudi Arabia	EMEA	10/7/2023	Refrigerator	Danny Brooks	\$
I-1012	Bangkok	Thailand	APAC	8/21/2020	Air conditioner	John Jenkins	\$
I-1013	Tijuana	Mexico	LATAM	3/9/2021	Iron	Richard Allnutt	\$
I-1014	Delhi	India	APAC	5/30/2020	Oven	Tessa Morrow	\$
I-1015	Sydney	Australia	APAC	11/12/2024	Washing Machine	James Ricketts	\$
I-1016	Ho Chi Minh	Vietnam	APAC	5/24/2021	Microwave	Susan Dixon	\$
I-1017	Tel Aviv	Israel	EMEA	12/6/2020	Refrigerator	Thomas Gordon	\$
I-1018	Athens	Greece	EMEA	7/11/2023	Oven	David Walker	\$
I-1019	Toronto	Canada	NA	3/11/2020	Ceiling fan	Robin Hall	\$
I-1020	Osaka	Japan	APAC	7/23/2022	Refrigerator	Kenneth Walter	\$

SALES		
Total Actual Price	\$ 678,016	85.22%
Total List Price	\$ 795,640	100.00%
Difference List & Actual	\$ 117,624	14.78%
Average Discount	11.65%	
Percentage Actual	85.22%	

PRODUCT & COUNTRY SALES		
Product Item	Total Sales	Region
Air conditioner	195	EMEA
Blender	196	APAC
Ceiling fan	180	NA
Coffee grinder	189	LATAM
Dishwasher	174	
Iron	239	
Microwave	203	
Oven	194	
Refrigerator	184	
Toaster	190	
Vacuum Cleaner	196	
Washing Machine	199	
Grand Total	2339	Grand Total

SALES PERSON		
Top 5 Sales	Total Product	Region
John Gunter	13	EMEA
Zulfiqar Mirza	12	APAC
Robert Harris	11	NA
Victoria Sherwin	11	LATAM
Stephen MacGregor	11	



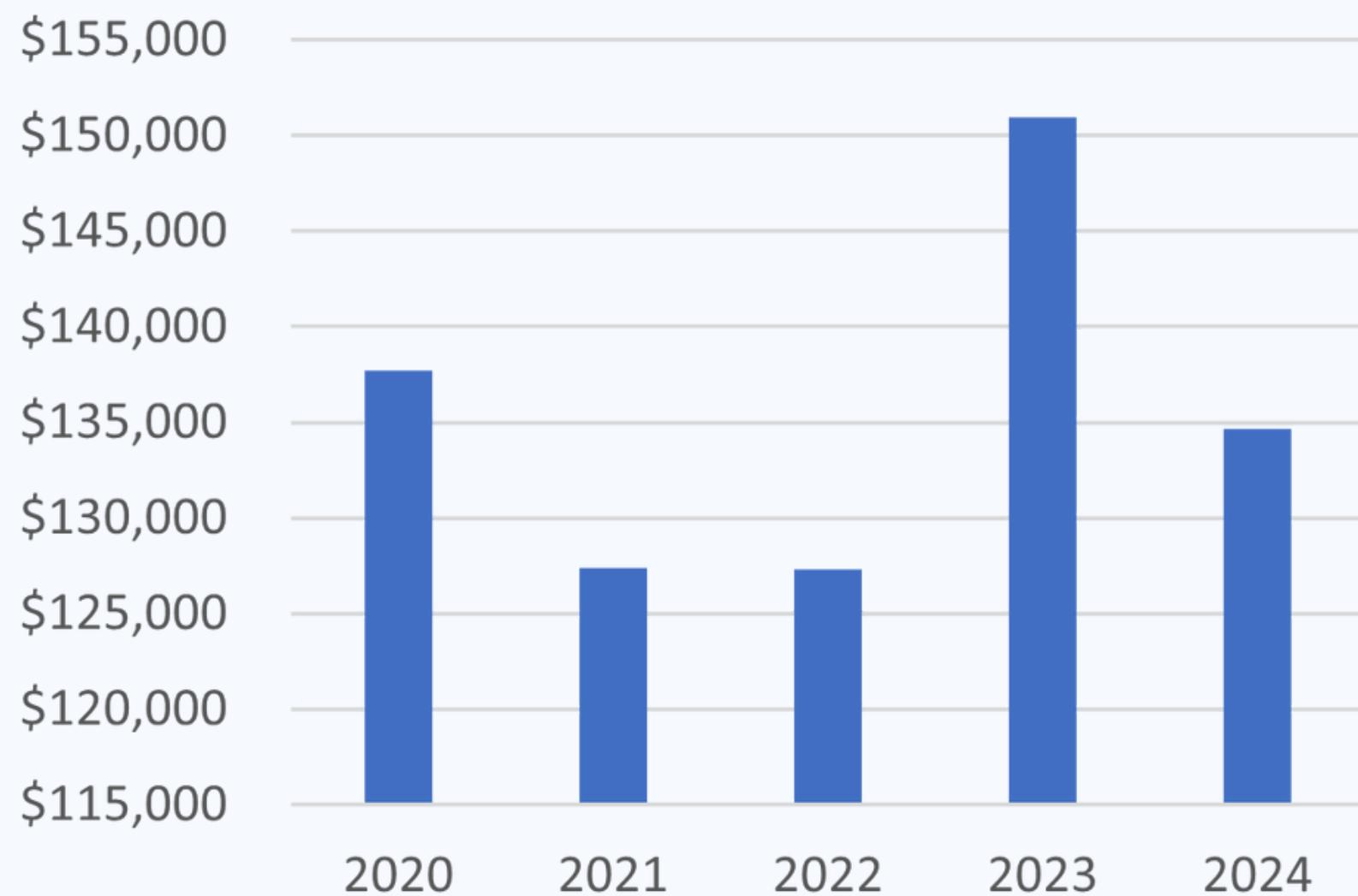
DATA CLEANING

PROCESSING

ANALYSIS

SALES OVERVIEW

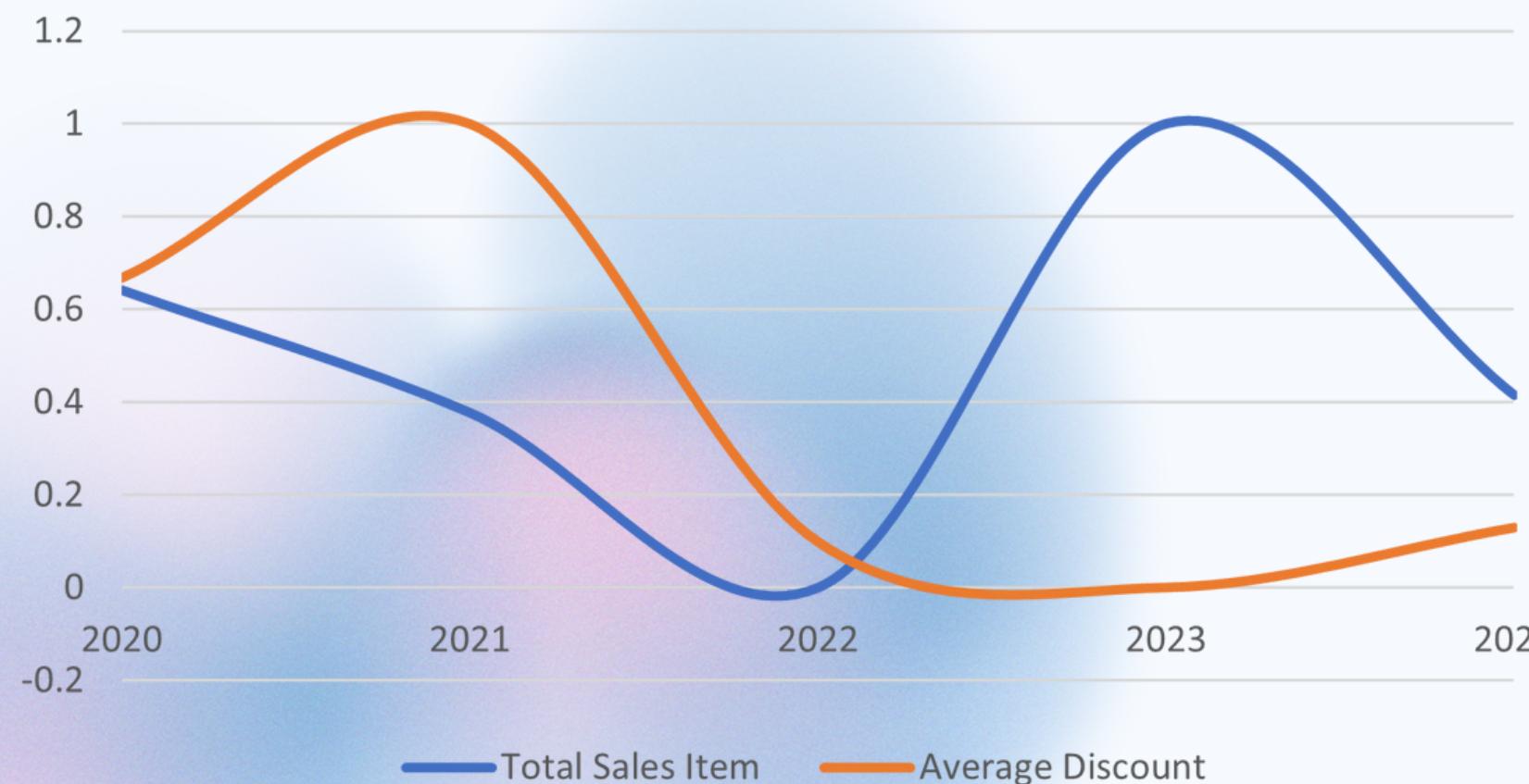
The highest total sales were in 2023 with \$150,973, on average about two percentage points different from the others. The lowest total revenues were in 2021 and 2022 with 19% of all revenues.



TOTAL PURCHASE & AVERAGE DISCOUNT EACH YEAR

The graph below shows the comparison of total item purchases and total average discount per year. The highest total item purchases and lowest average discount are both in 2023 with 495 items and an average discount of 0.08%.

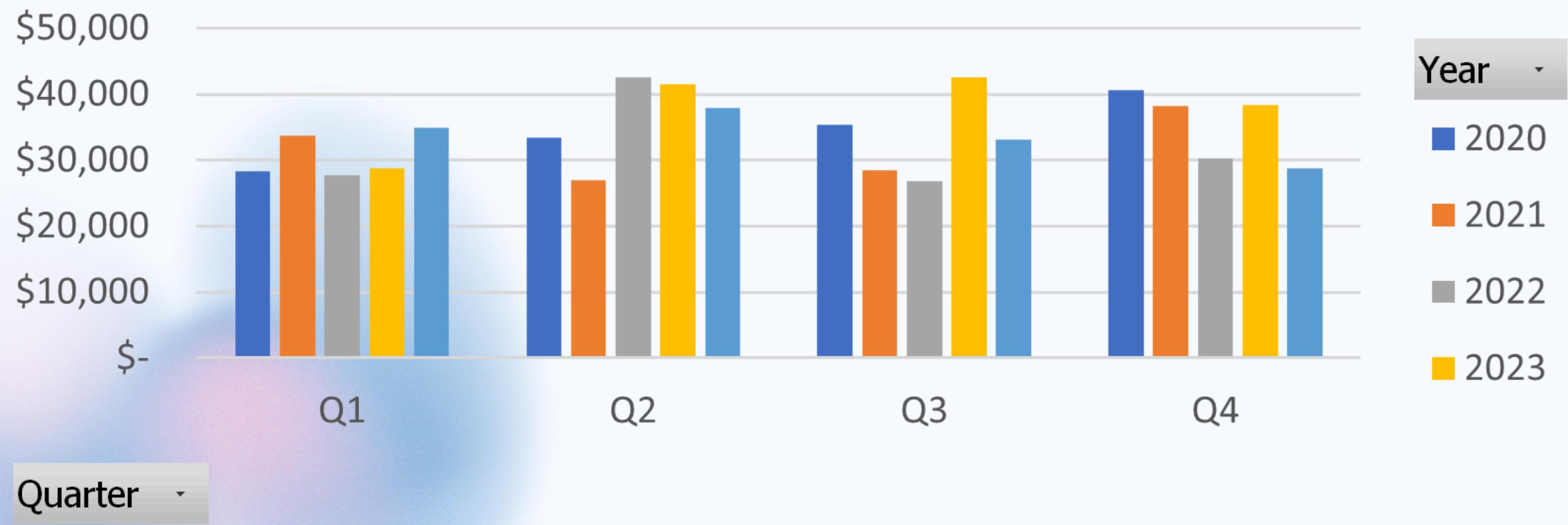
Total Purchase vs Average Discount/Year



Row Labels	Total Sales	Average of Discount %
2020	\$ 137,737	0.14
2021	\$ 127,355	0.18
2022	\$ 127,289	0.09
2023	\$ 150,973	0.08
2024	\$ 134,662	0.09
Grand Total	\$ 678,016	0.12

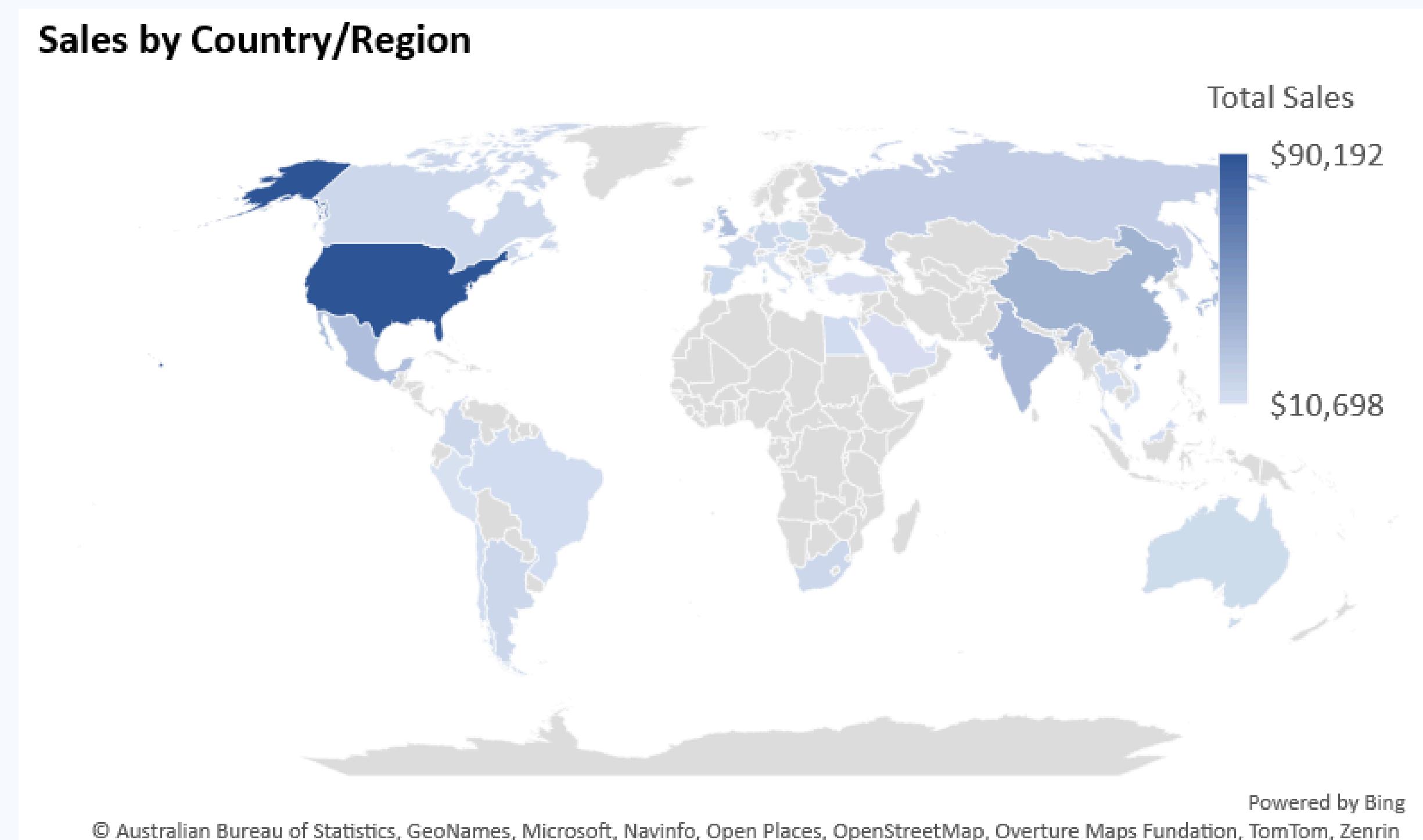
PERFORMANCE SALES

Below is a comparison graph of the sales performance 2020–2024 in each month. The average revenue during 2020–2024 is \$289.87/year



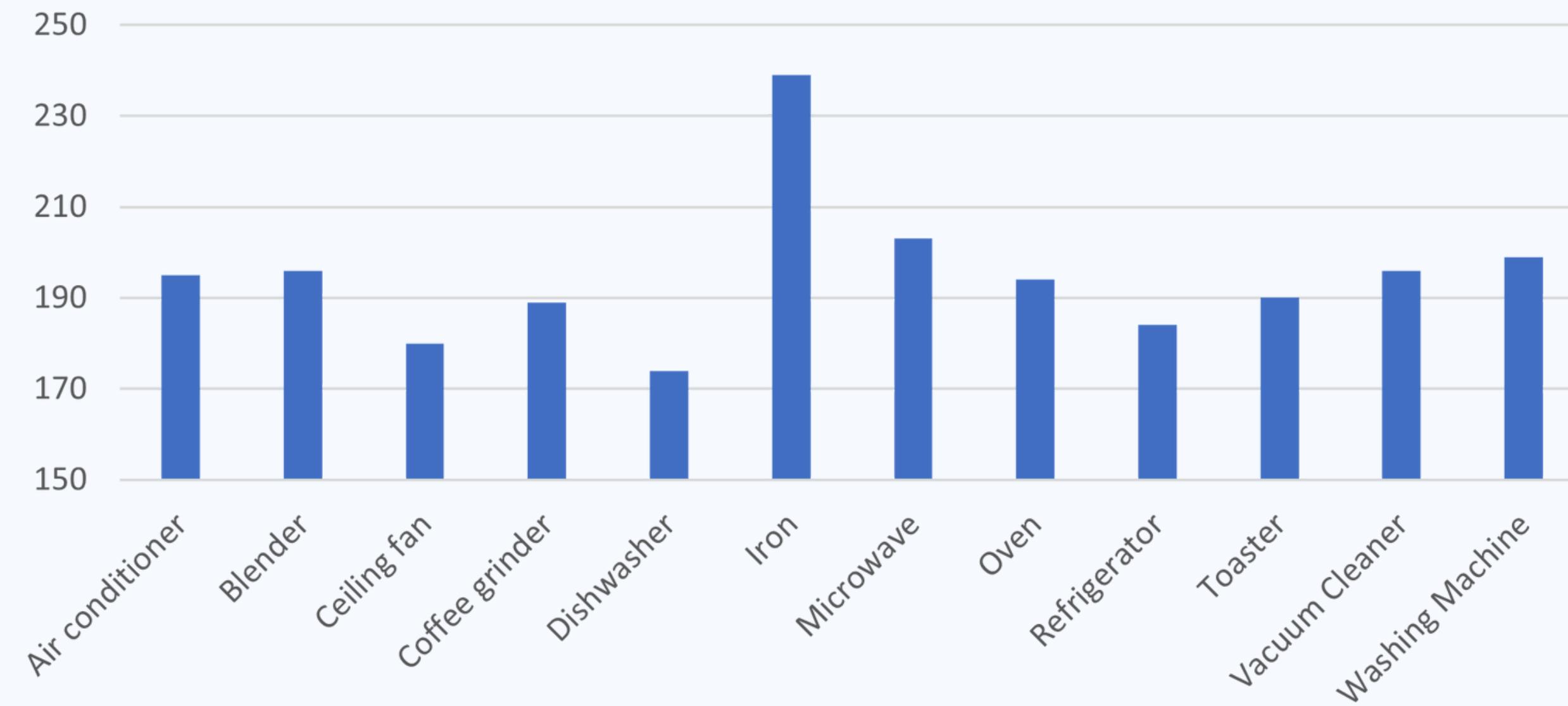
TOP COUNTRY

The country that gets the most sales for ABC electronic stores in 2020-2024 is the USA, followed by China.



TOP PRODUCT

The graph below shows that ABC electronic store's top product during 2020–2024 is iron based on quantity item that has been purchased 2020–2024.



SUMMARY & INSIGHTS

- Total sales in ABC Electronic Store for 2020–2024 is \$678,016. The average revenue during 2020–2024 is \$289.87.
- The highest total sales were in 2023 with \$150,973 with 22% from total sales because in 2023, ABC store has the highest total item purchase and the lowest average discount with 495 items and 0.08%.
- In 2022, ABC Electronic Store had low discounts and low total sales at the same time. It should conduct further analysis to obtain more detailed insights.
- The country with the highest sales for ABC Electronic Store in 2020–2024 is the USA, as it has the most branches. The top product is iron, and we can implement testing strategies, such as offering a coupon or discount voucher for other products with the purchase of an iron, to improve the performance of those items.
- Based on the sales comparison chart per month for each year, there is no month with stable performance. Monthly performance is dynamic, so A/B testing can be conducted to determine which strategies are suitable for each month.
- A/B testing can include offering the same discount simultaneously in December and January, or at the end of the year as part of a Christmas/New Year promotion. In China, for example, we could apply a Chinese New Year promotion.
- To boost sales performance of other items, we can provide detailed insights about the products, such as their quality, and create content like “a day in my life” to demonstrate the functionality of the items.

THANK YOU

LinkedIn

www.linkedin.com/salsabilasalma

Email Address

salsabila.salma.id@gmail.com

Github

<https://github.com/salmabilla>