

S.N Shopmart

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| KEY INSIGHTS | |
| # | **Visuals Key Insights** |
|  | * We get the information of total Sales, Profit, Quantity, No of Orders and profit margin at a single glance. * .Company has made a huge profit from technology category also its sales share is high compare to other categories * California is the most contributing sales state * Phones are the top most selling sub-category. Also other sub-category like Chairs, Storage, Tablets and Blinders sales are also good. We can increase their stocks. * Last four months of every year which is Sep to Dec sales increases and company does well business. So our stocks should be well enough in these months. Also we should focus on the business of the rest of the months as well so that we can increase our business in these months as well. |

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| Solution Highlights | |
| 1 | **Dataset** |
|  | SN Shopmart has datasets of four years of sales covering 2011-2014 in a excel file. Excel data sheet contain 9994 records and 22 columns. The dataset contain various information of product related fields, category, shipping information, customer details, sales, profit and more. |
| 2 | **Visuals & Charts Used** |
|  | Clustered column chart |
|  | Combo Chart |
|  | Waterfall chart |
|  | Donut Chart |
|  | Clustered bar chart |
|  | Slicer |
|  | Table |
|  | Rectangle Shape |
| 3 | **Used Excel concepts and formulas** |
|  | Pivot Table  Pivot Charts  Trim function  Number Function  Different cell formatting  Calculation Field  **Calculate Year on Year** (**YOY**):  =(GETPIVOTDATA("Sum of Sales",$A$3,"Year",2014)/GETPIVOTDATA("Sum of Sales",$A$3,"Year",2013))-1  **Calculate Profit Margin:**  Use “Calculation Field” option inside Pivot Table Analyze tab  Profit Margin = Profit/Sales |