

# **Task 2 — Data Visualization & Storytelling (Generated Visual Report)**

Dataset: cleaned\_sales\_data.csv

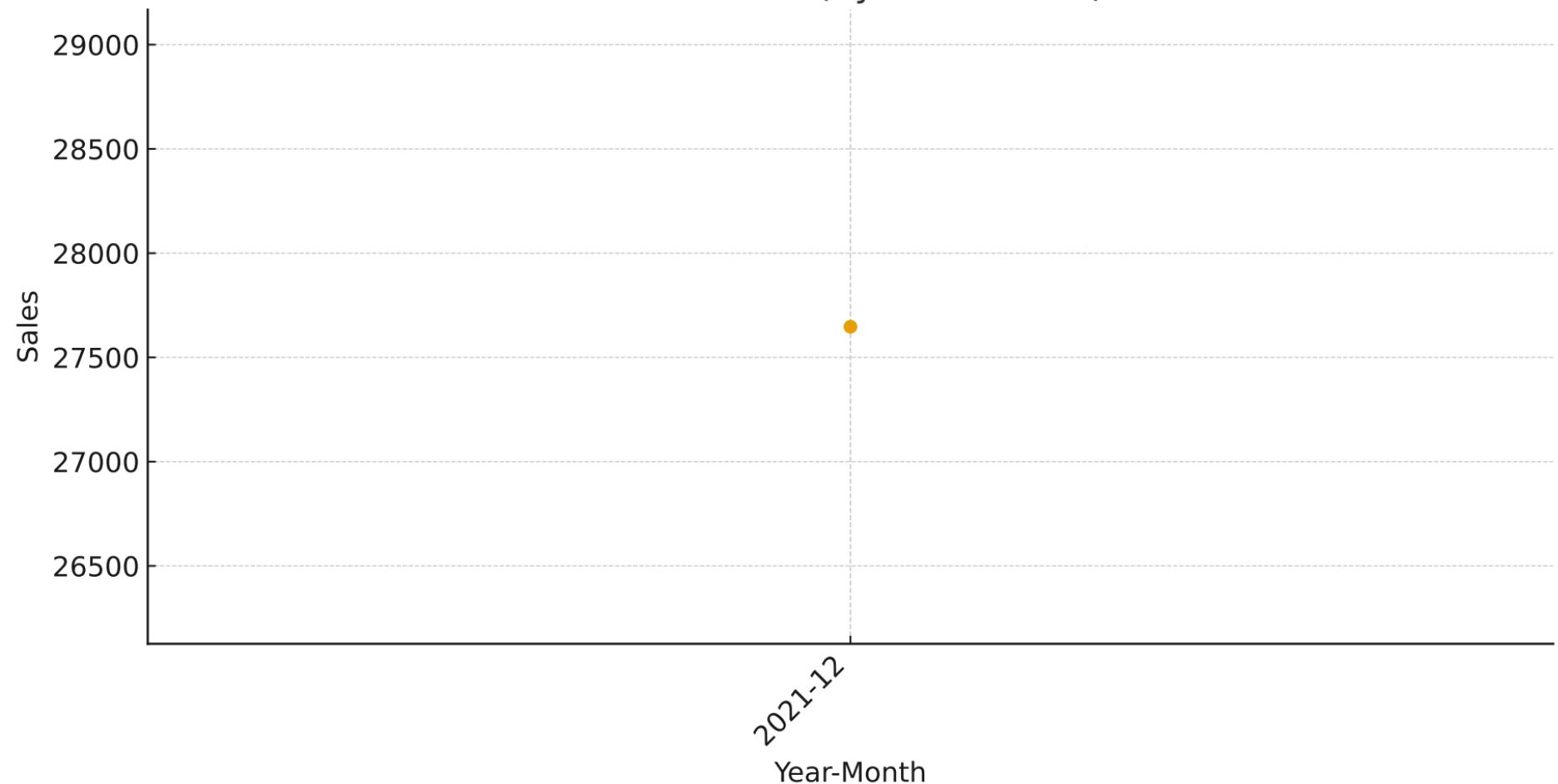
Prepared with Python (matplotlib)

## Executive Summary

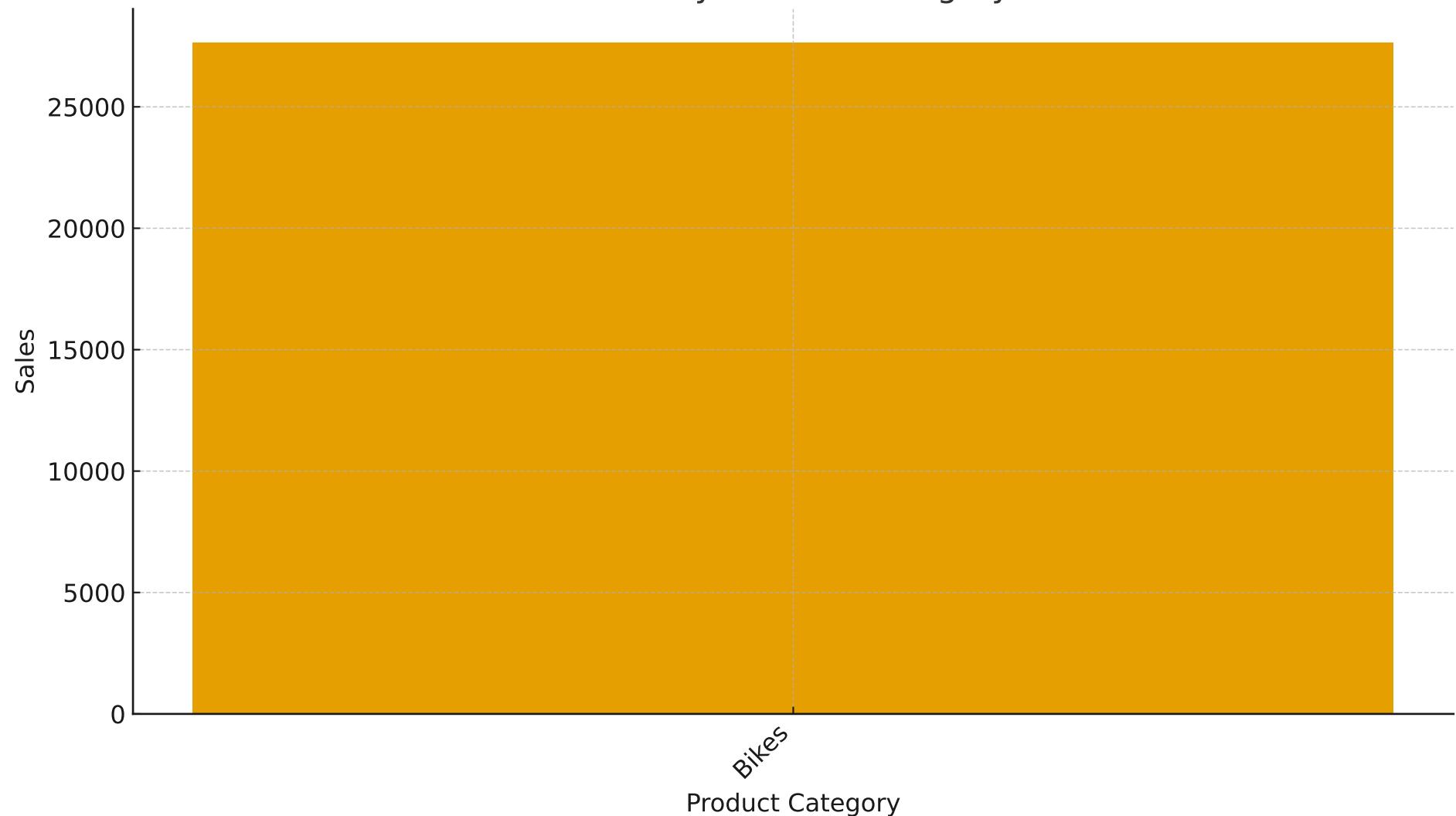
- Total Sales: \$27,647.00
- Total Profit: \$9,939.00
- Average Profit Margin: 32.36%
- Number of Customers: N/A

Key recommendation: Prioritize high-margin categories and top-performing regions. Investigate low-margin, high-volume SKUs.

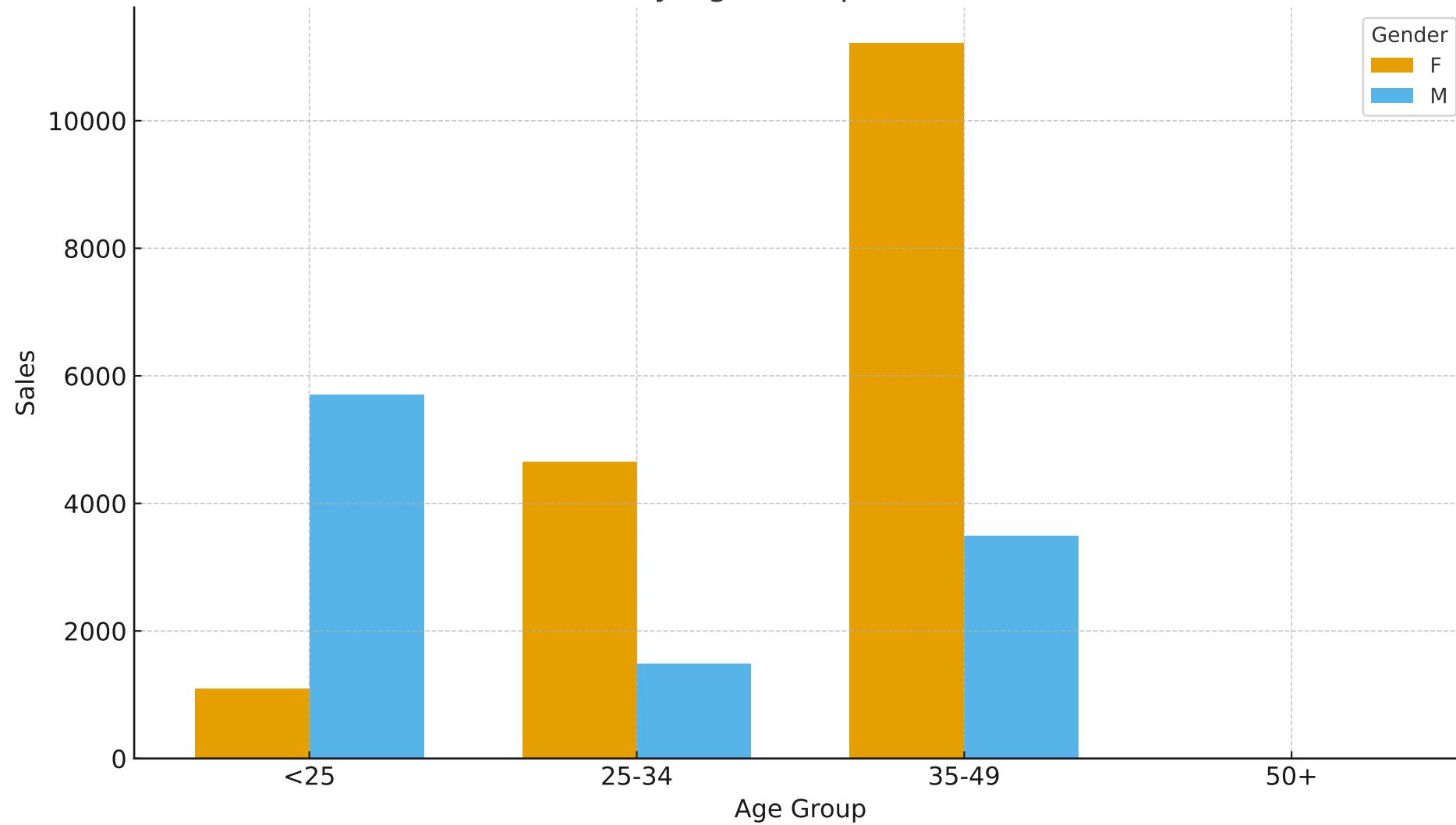
## Sales Trend (by Year-Month)



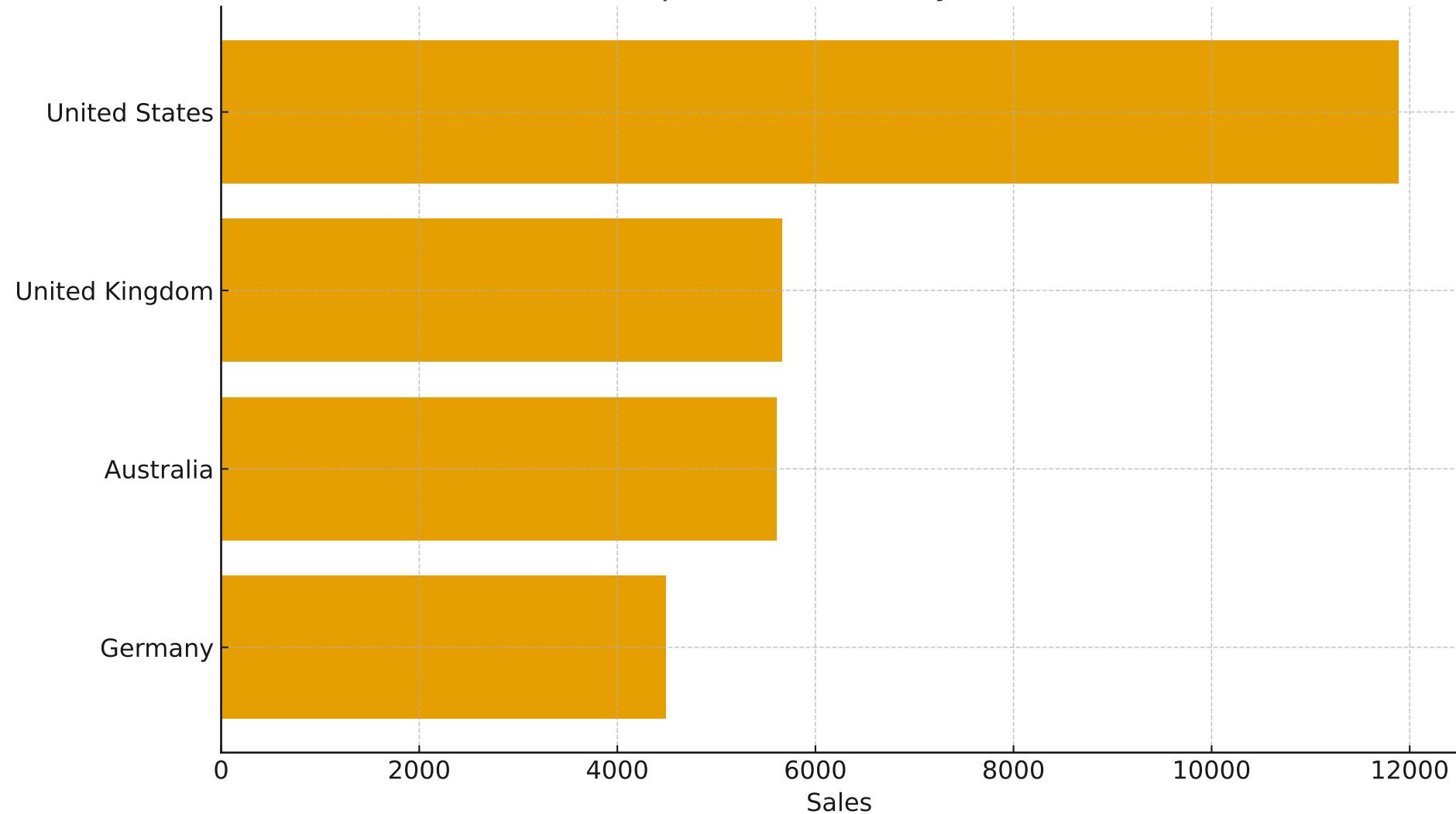
# Sales by Product Category



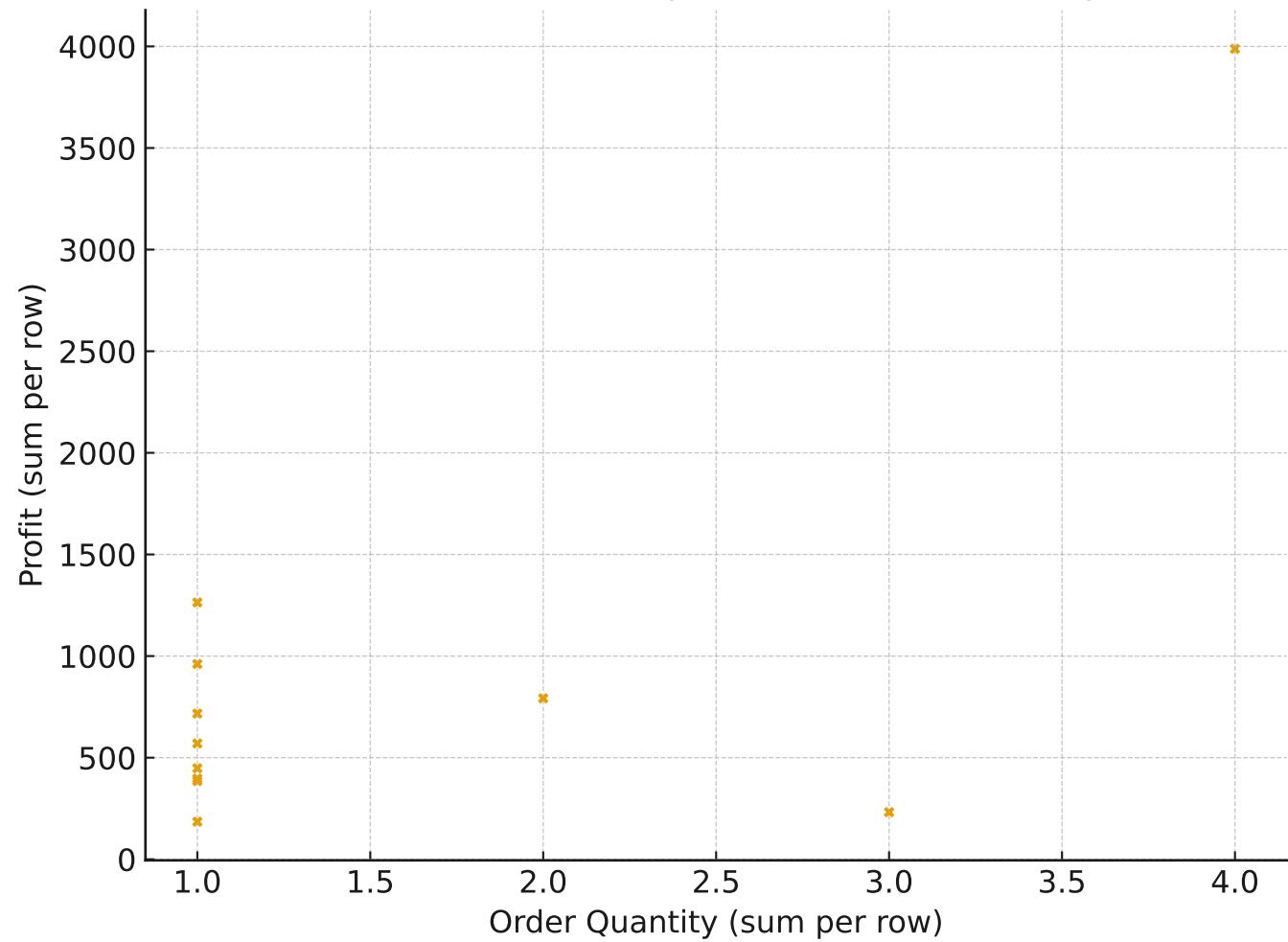
# Sales by Age Group and Gender



# Top 15 Countries by Sales



# Orders vs Profit (marker size ~ Sales)



# Sample of cleaned\_sales\_data.csv (top 10 rows)

Date	Month	Year	Customer_Age_Group	Customer_Gender	Country	State	Product_Cat	Seller_Quan	Profit	Cost	Revenue	Profit_Margin	Sales	Year_Month_Group	Category	
2021-12	December	2021	39	Adults (>= 35)	F	United States	California	Bikes	4	3988.0	5008.0	8996.0	44.3308	8996.0	2021-12	35-49
2021-12	December	2021	42	Adults (>= 35)	M	United States	Washington	Bikes	3	232.0	1032.0	1264.0	18.3544	1264.0	2021-12	35-49
2021-12	December	2021	36	Adults (>= 35)	F	Germany	Bremen	Bikes	2	792.0	1426.0	2218.0	35.7078	2218.0	2021-12	35-49
2021-12	December	2021	20	Youth (< 25)	M	Germany	Hamburg	Bikes	1	717.0	1555.0	2272.0	31.5580	2272.0	2021-12	<25
2021-12	December	2021	23	Youth (< 25)	M	United Kingdom	England	Bikes	1	1264.0	2171.0	3435.0	36.7976	3435.0	2021-12	<25
2021-12	December	2021	23	Youth (< 25)	F	United States	California	Bikes	1	385.0	713.0	1098.0	35.0637	1098.0	2021-12	<25
2021-12	December	2021	28	Young Adults	F	Australia	New South Wales	Bikes	1	570.0	1555.0	2125.0	26.8235	2125.0	2021-12	25-34
2021-12	December	2021	28	Young Adults	F	United States	California	Bikes	1	185.0	344.0	529.0	34.9716	529.0	2021-12	25-34
2021-12	December	2021	31	Young Adults	F	Australia	South Australia	Bikes	1	448.0	1555.0	2003.0	22.3664	2003.0	2021-12	25-34
2021-12	December	2021	34	Young Adults	M	Australia	New South Wales	Bikes	1	397.0	1083.0	1480.0	26.8243	1480.0	2021-12	25-34