

# BUDGET ANALYSIS PROJECT

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# OVERVIEW

01

Introduction

02

Dataset

03

Sales  
Overview

04

Product Overview

05

Customer Details





# INTRODUCTION

- In today's dynamic digital marketplace, the process of buying and selling domain names has become increasingly streamlined, aiming to enhance user experience and efficiency.
- The ultimate goal is to construct a comprehensive dashboard that visualizes these findings effectively. This dashboard will utilize various visualization techniques to present data in a meaningful way, highlighting key metrics and revealing significant relationships between different variables.



# Dataset

Dataset Contains 5 different worksheets to combine and work on

Calender

Customers

Product

Territory

Sales

+

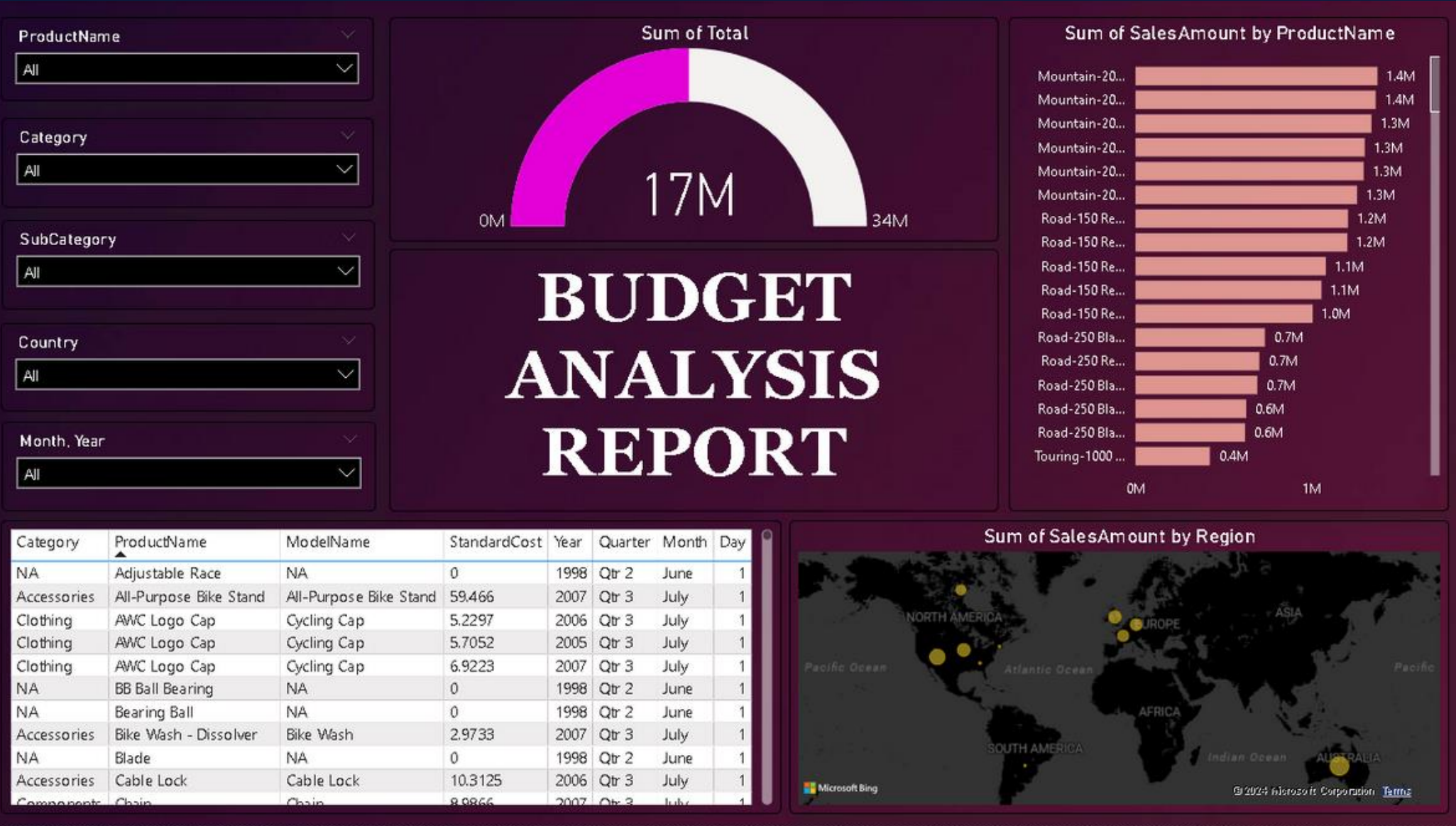
## Sample values of our Territory

Worksheet

2	1 Northwest	United States	North America	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
3	2 Northeast	United States	North America	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
4	3 Central	United States	North America	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
5	4 Southwest	United States	North America	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
6	5 Southeast	United States	North America	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
7	6 Canada	Canada	North America	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
8	7 France	France	Europe	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
9	8 Germany	Germany	Europe	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
10	9 Australia	Australia	Pacific	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
11	10 United Kingdom	United Kingdom	Europe	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>
12	11 NA	NA	NA	<a href="http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/">http://www.avising.com/me/LearnPBI/DataSources/SalesTerritoryImages/</a>

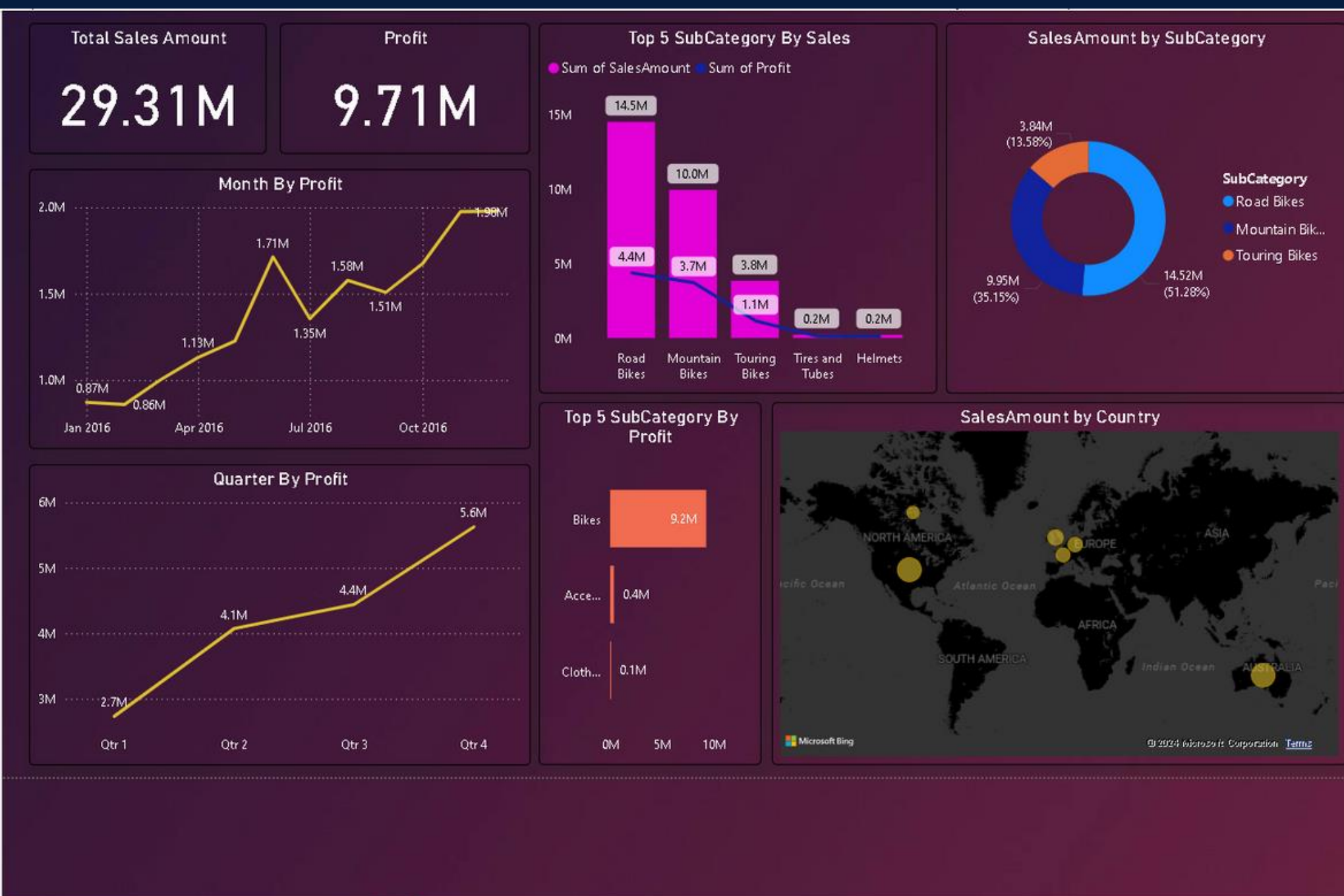


# SALES OVERVIEW



- Total Sales in the year 2016 amounted to 17 Million
- Amongst all the 10 regions, Australia configured the most sales amounting to around 9 Million

# PRODUCT OVERVIEW



- Total sales acquired was 29.31 Million of which 9.71 Million Profit is generated
- Road Bikes were the Top selling Sub Category By Both Sales and Profit Margin.
- Quarter 4 Generated the Highest Amount of Profit



# CUSTOMER DETAILS



- Females with occupation as professional Contribute to 5.1 M of sales
- Customers residing near the outlet often tend to buy products, hence increase the sales Gradually





# Thank You