



# Sales Analysis Dashboard

Presented by:

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# Problem Statement

- Fluctuations in sales performance observed from 2003 to 2005, with a notable spike in November, potentially due to Black Friday.
- Distribution analysis revealing that 61% of sales occur in the medium deal size category, indicating potential opportunities for optimization.
- Strong demand for classic cars products suggests the need for further exploration and expansion of this product line.
- The USA market demonstrates the highest sales volume, emphasizing the importance of strategic focus and potential for expansion into other regions.

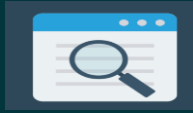
# Overview

- Analyzed sales data from 2003 to 2005, focusing on key metrics such as total sales, average order value, and deal size distribution.
- Identified trends and patterns in sales performance, including geographical variations and product line preferences.
- Provided actionable insights and recommendations for optimizing sales strategies and improving overall performance.
- Leveraged seasonal trends, optimized deal size distribution, expanded classic cars product line, strengthened USA market presence, and enhanced customer engagement.

# KPIs

- Total Sales: \$10.03 million
- Average Order Value: \$3.55k
- Average Price of Product: \$84
- Total Profit: \$2M
- Average Quantity Ordered: 35
- Total SKUs: 7
- Total Orders: 2823





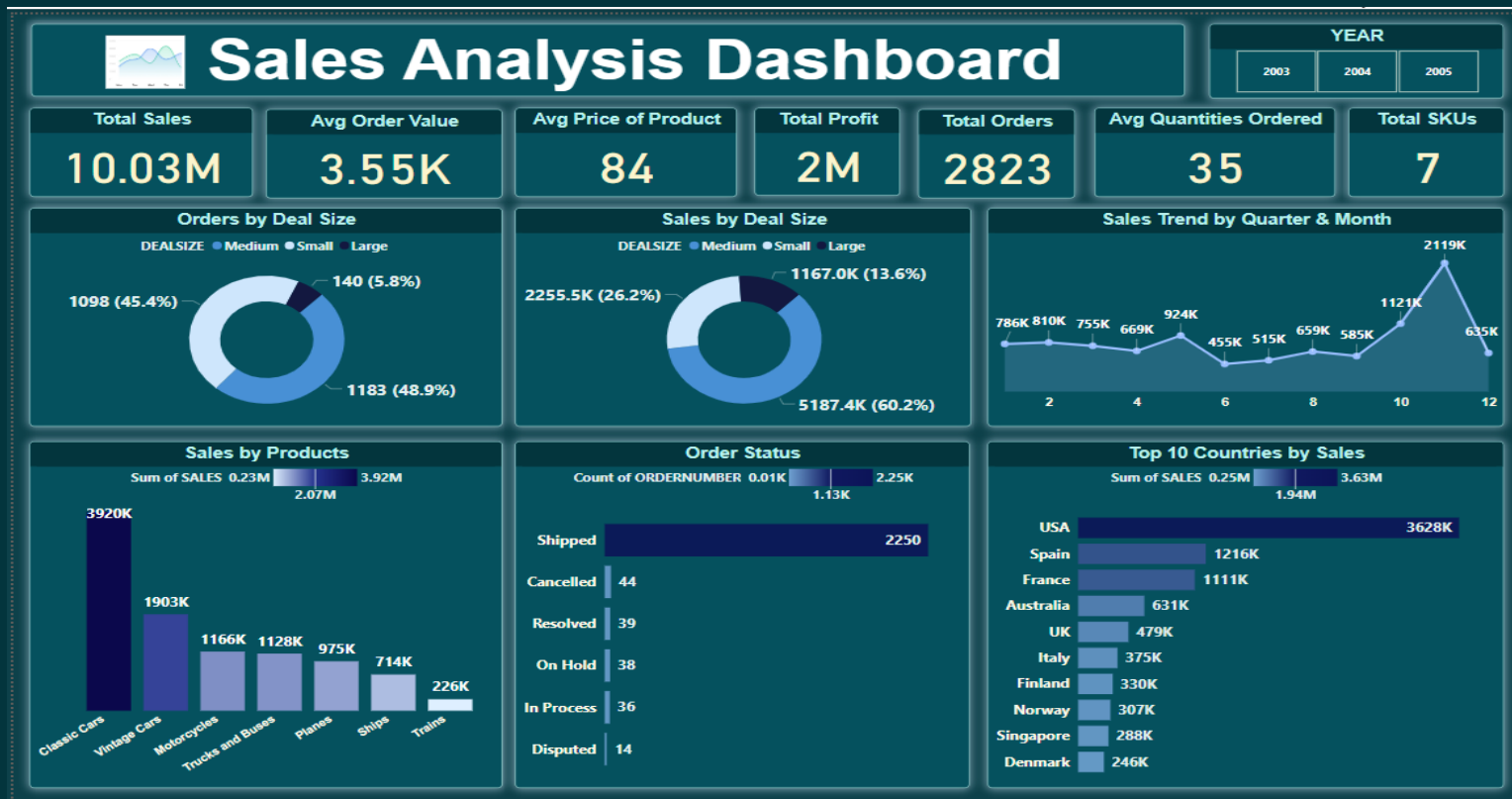
## Key Insights

- There's a spike in sales in November, possibly due to Black Friday.
- 61% of sales happen in the medium deal size category.
- Classic cars products have the highest sales.

# Consolidated Dashboard

[Project Link](#)

## Comprehensive Sales Analysis



# Recommendations

## Part1

- **Leverage Seasonal Trends:**

Capitalize on the observed spike in sales during November, likely due to Black Friday, by planning targeted promotions or campaigns around this period to drive sales.

- **Optimize Deal Size Distribution:**

Focus on increasing sales in the medium deal size category, which accounts for 61% of sales, by offering bundled deals or promotions to encourage larger purchases.

- **Expand Classic Cars Product Line:**

Given the popularity of classic cars products, consider expanding the product line or introducing related accessories to cater to the strong demand and potentially increase sales.

# Recommendations

## Part1

- **Strengthen USA Market Presence:**

Continue to prioritize the USA market, which has the highest sales, and consider expanding into other regions with high sales potential based on the regional analysis.

- **Enhance Customer Engagement:**

Implement strategies to enhance customer engagement and loyalty, such as personalized marketing campaigns, loyalty programs, or improved customer service, to drive repeat purchases and increase customer lifetime value.



# Conclusion

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- The USA market demonstrates the highest sales volume, emphasizing the importance of strategic focus and potential for expansion into other regions.

*Thank  
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