



INDRODUCTION

In today's competitive business environment, data-driven decision-making plays a vital role in maximizing profitability and operational efficiency. This project aims to analyze the financial and sales performance of a global company using a comprehensive dataset that includes key variables such as country, product, segment, units sold, sales price, and profit. By leveraging tools such as Python and its data analysis libraries, this project conducts a detailed Exploratory Data Analysis (EDA) to uncover patterns, trends, and actionable insights from the data. The primary objective is to evaluate performance across different countries and product lines, identify the most profitable segments, and understand the dynamics between sales volume, pricing, and profitability. The findings from this analysis are intended to guide strategic business decisions such as resource allocation, pricing strategies, and market expansion opportunities.



FINANCIAL SALES ANALYSIS



92.31M

Total_Sale

13.02M

Total_Profit

2.66M

Profit with High Discount Band

1.38M

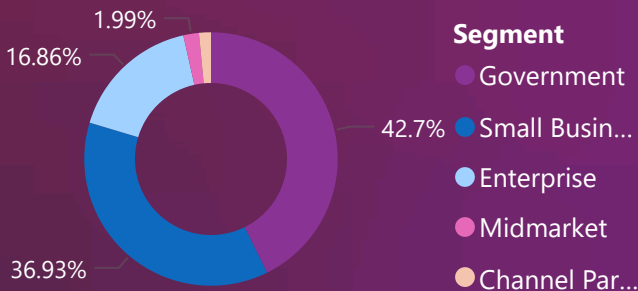
Profit with No Discount

Year

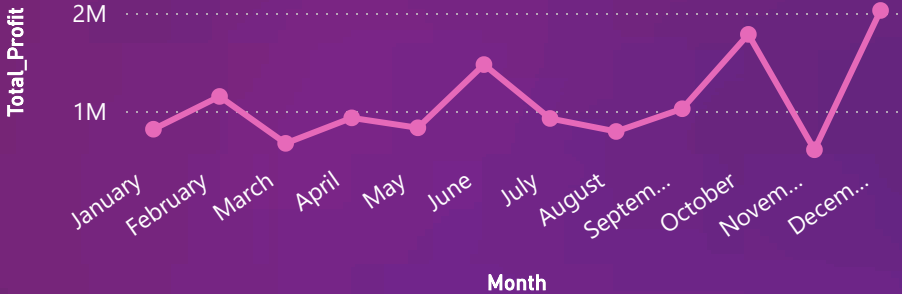
2013

2014

Total Sale by Segment



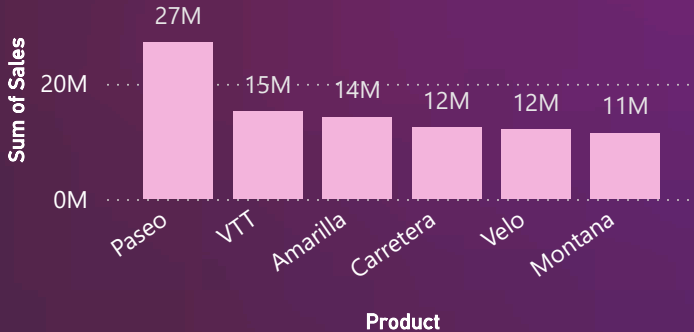
Total Profit by Month



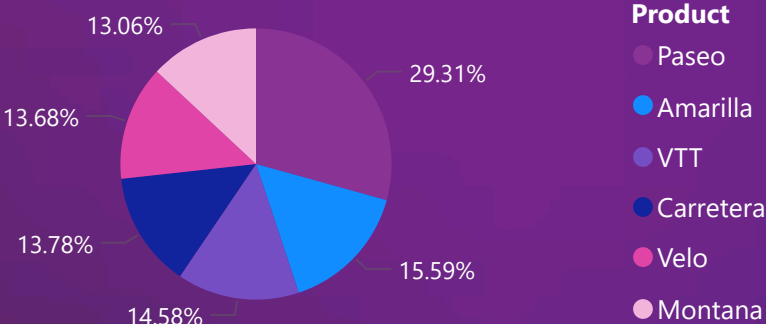
Product

- Amarilla
- Carretera
- Montana
- Paseo
- Velo
- VTT

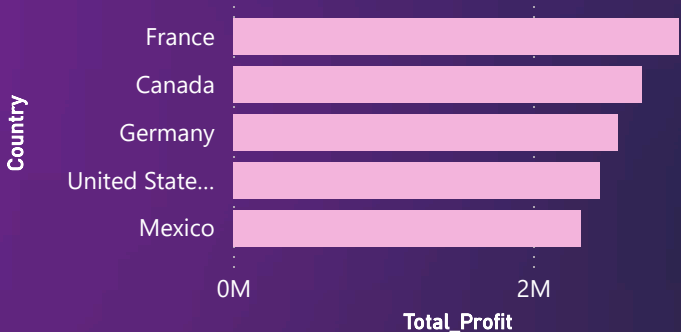
Sum of Sales by Product



Percentage of Discounts by Product



Total Profit by Country





CONCLUSION

This project provided a comprehensive analysis of the company's financial dataset, leading to key insights into sales performance, profitability, and market segmentation. The data revealed significant variations in profit margins across countries and product segments, highlighting opportunities for strategic focus and optimization. For instance, certain countries and products consistently outperformed others, indicating areas for increased investment. Additionally, the correlation analysis helped understand the relationships between sales drivers such as units sold and profit. Through effective data visualization and interpretation, this project not only demonstrated technical proficiency in data analysis but also translated raw data into meaningful business insights. Overall, this analysis can serve as a valuable tool for informed decision-making and future financial planning.