INTRODUCTION

The dataset is a rich and structured collection of sample sales and financial data, commonly used for business intelligence, financial analysis, and data visualization exercises. It contains detailed records of sales transactions across various market segments, countries, and time periods, providing a realistic framework for analyzing business performance. Each entry includes key information such as the market segment, country, product name, discount band, units sold, manufacturing and sale prices, gross and net sales, discounts, cost of goods sold (COGS), and profit. Additionally, the dataset includes time-related fields such as the exact transaction date, month, and year, which are essential for time series analysis and trend evaluation. This comprehensive structure enables users to explore multiple dimensions of business data, including profitability by product or region, the impact of discount strategies, seasonal sales trends, and overall financial performance. As a result, this dataset is frequently used in tools like Microsoft Excel and Power BI for creating dashboards, performing in-depth analysis, and supporting data-driven decision-making in both educational and professional settings.

FINANCIAL SALES ANALYSIS

118.73M
Sum of Sales

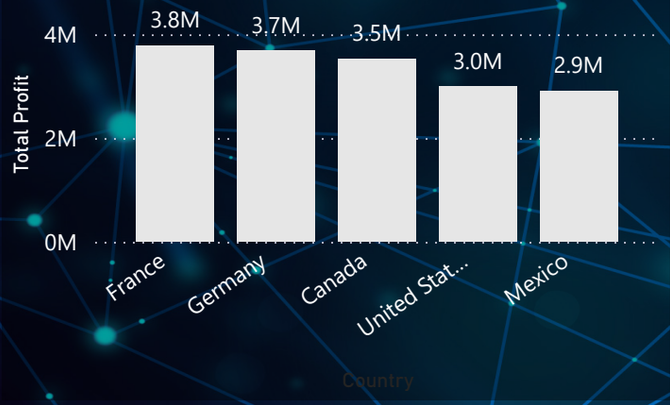
16.89M
Total Profit

9.21M
Sum of Discounts

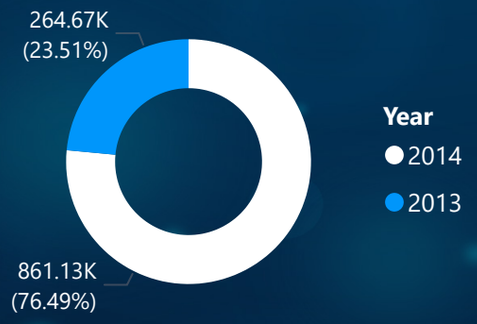
Product
- Amarilla
- Carretera
- Montana

Country
- Canada
- France
- Germany

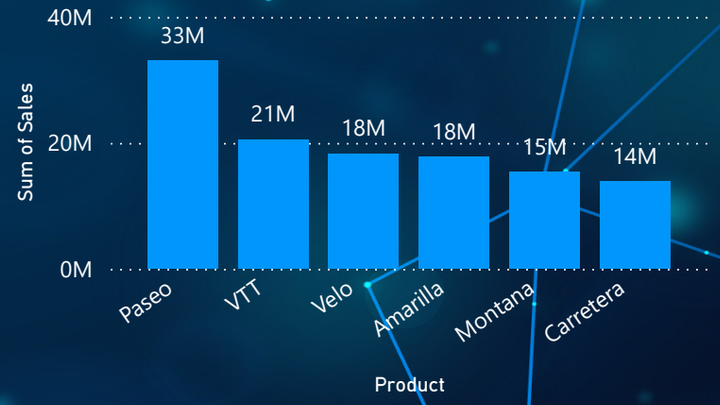
Profit by Country



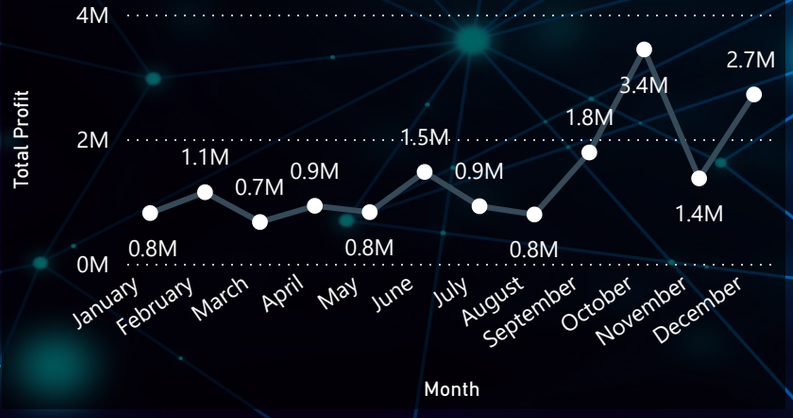
Units Sold by Year



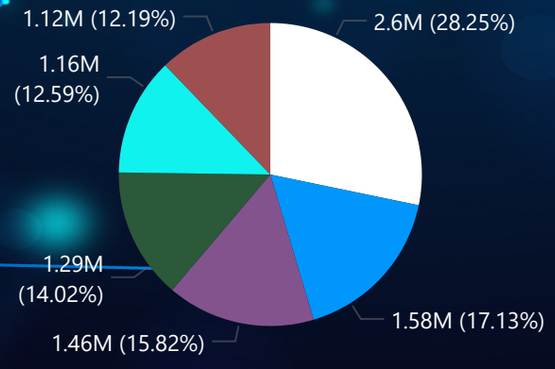
Sum of Sales by Product



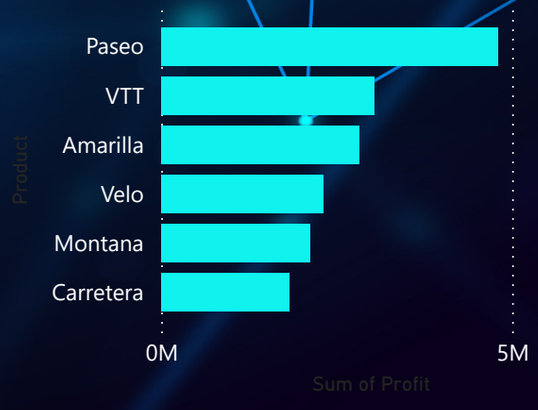
Total Profit by Month



Discounts by Product



Profit by Product



CONCLUSION

The dataset offers a comprehensive view of business sales and financial metrics, making it an ideal resource for analyzing and understanding key aspects of organizational performance. With its detailed records spanning products, regions, market segments, and time periods, it enables users to perform in-depth analyses such as profitability tracking, discount impact assessment, and sales trend evaluation. The structured format supports a variety of business intelligence tasks, from creating interactive dashboards to building financial reports. Overall, this dataset serves as a valuable tool for learning, strategic planning, and informed decision-making in both academic and real-world business environments.