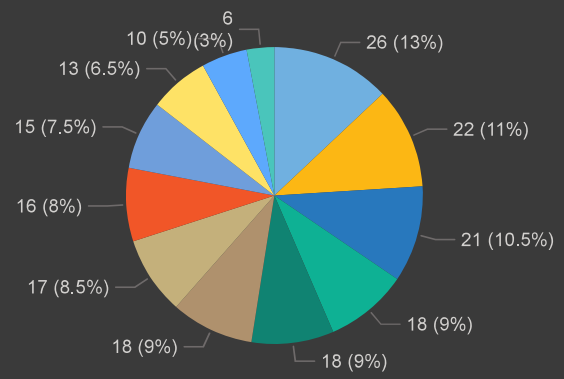
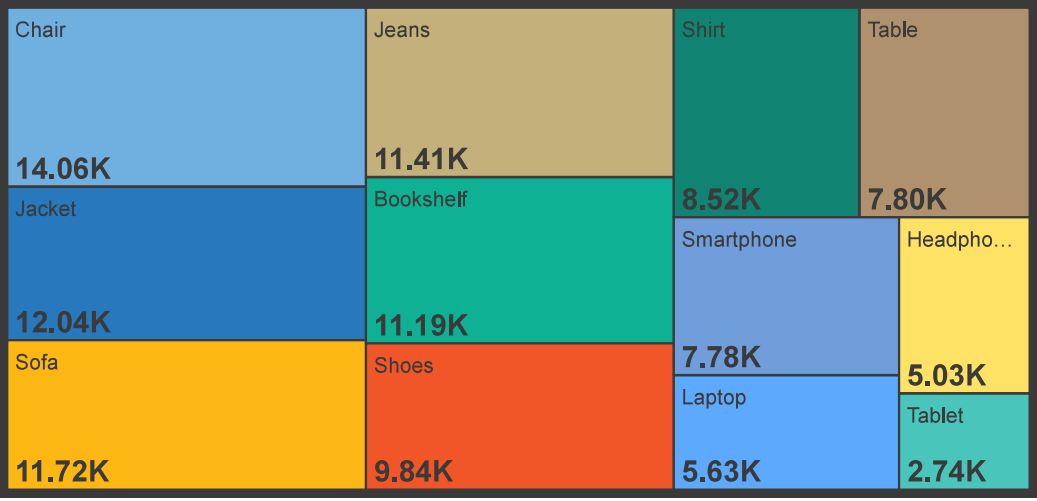
Sales Analysis Report

Count of Sales by Product



Sum of Profit by Product



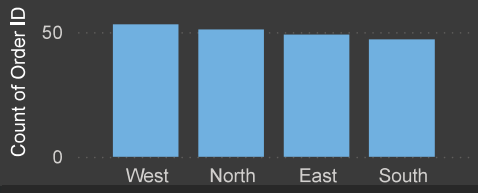
SUM OF SALES

698K

SUM OF PROFIT

107.74K

Count of Order ID by Region



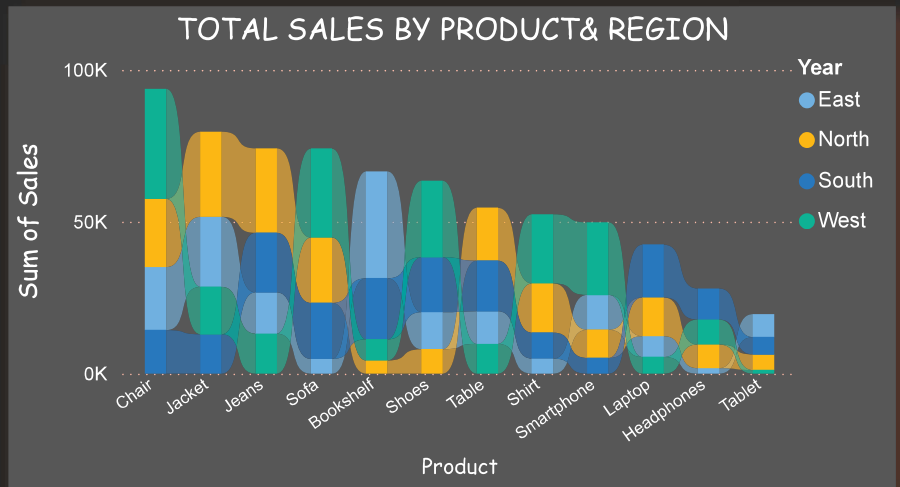
NO OF CUSTOMER

8

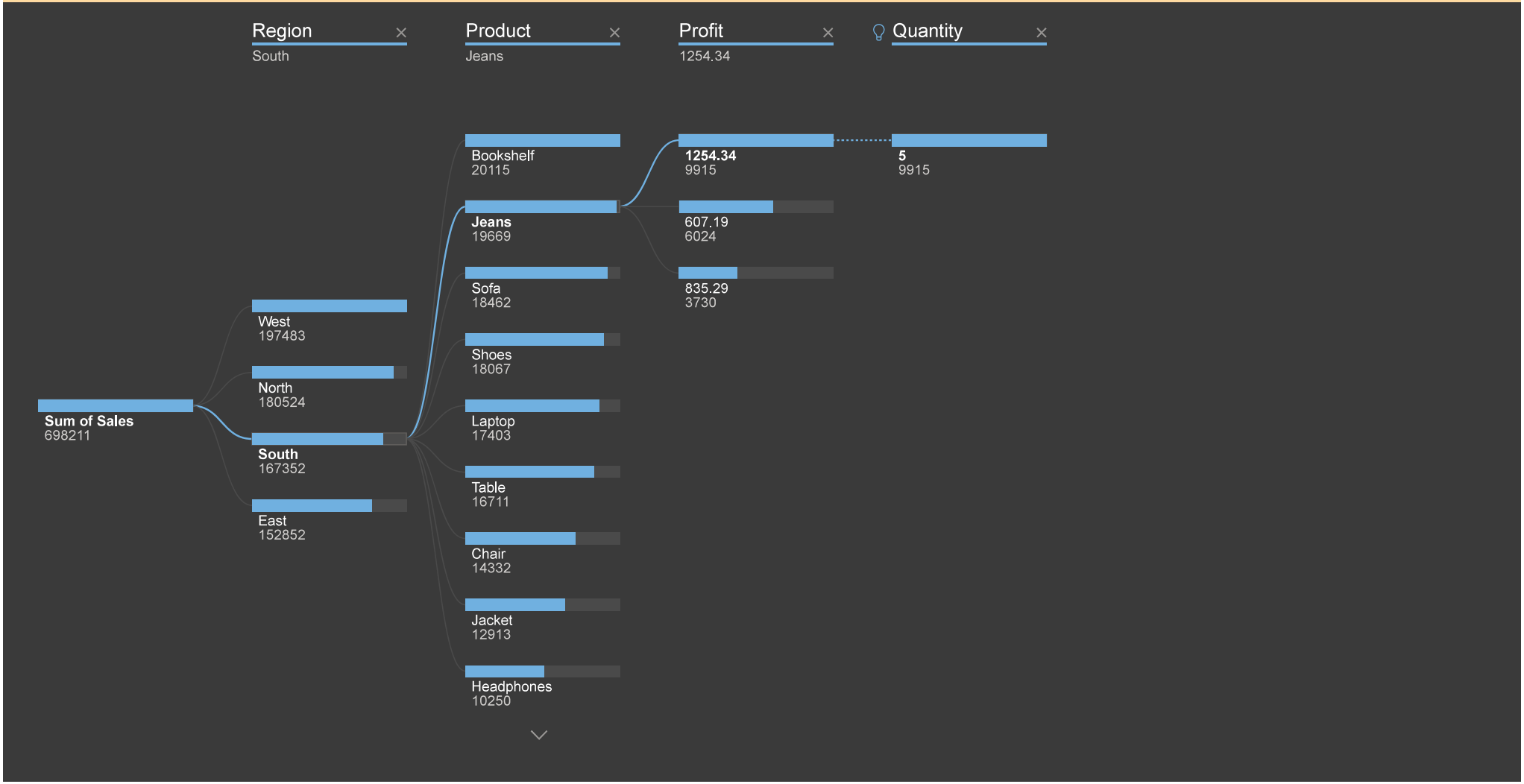
COUNT OF ORDER

200

TOTAL SALES BY PRODUCT& REGION



Sales Analysis Report



INSIGHTS

Count of Sales by Product

- Top-selling items: Chair (26 sales, 13%), Sofa (22 sales, 11%), Jacket (21 sales, 10.5%), Bookshelf, Shirt, Table, Jeans, Shoes, etc.

Sum of Profit by Product

- Highest profit from: Chair (14.06K), Jacket (12.04K), Sofa (11.72K), Jeans (11.41K), Bookshelf (11.19K), Shoes (9.84K), and so on.

Count of Orders by Region

- Orders are distributed across **West, North, East, South** regions.
- West region seems to have the highest.

Sales & Profit Totals

- **Total Sales:** ₹698K
- **Total Profit:** ₹107.74K
- Regional Sales: West (₹197K), North (₹180K), South (₹167K), East (₹152K).

Product-Wise Sales by Region

- For example: Jeans in South region generated **₹1254 profit**.

Strengthen High-Performing Areas

- **West & North regions** are already strong in sales (esp. Chairs, Jackets, Electronics).
- Company should **maintain supply, offer discounts, and build loyalty programs** here to retain dominance.

Boost Weak Regions

- **East region** has the lowest sales (₹152K).
- Focused **advertising, offers, and dealer network expansion** can improve sales there.
- Promote **electronics** in South & East where sales are low.

Product-Specific Strategy

- **Jeans & Sofa** → Already strong in South → Introduce **new designs/collections** to capture trend-driven buyers.
- **Bookshelf & Shoes** → Even sales across regions → Can be pushed as **mass products** with bundle offers.
- **Electronics** → Push in **emerging regions (South/East)** with exchange offers & EMI schemes.

Profit Maximization

- Products like **Chair, Jacket, Sofa, Jeans** give **highest profit margins**.
- Company should **prioritize these in marketing & stock planning**.

Customer Base Expansion

- Current customers: **8 only (from your sheet)** → very low.
- Invest in **customer acquisition campaigns**