

Data Analysis Report

For G.M Mart Sales

INTRODUCTION

For this project we investigated the sales of the G.M. Mart. The dataset contains figures such as the number of electronic items, clothing, furniture etc, organised by states and cities in India. The aim was to create a data to study the sales on the company's different branches.

DATA EXPLORATION

How The Data Was Collected

The dataset was collected from GitHub website. This dataset contains summary of all the items sold in a year, its profits and loses etc. It was downloaded into a desktop folder which was later loaded into Microsoft Excel for analysis.

Features Identified for Analysis

The features identified for the analysis are the type of items, their number, mode of payment, sum of profit, states, cities and names. The reason for choosing these features is simply to study the yearly pattern of sales in G.M. Mart.

Procedure Followed

1. The raw data (CSV File) was downloaded and loaded into Microsoft Excel.
2. The data was cleaned by removing empty fields, changing units where required, performing capitalisation check.
3. The cleaned data was then loaded into Microsoft Power BI.
4. It was transformed using Power Query to the type of the data that we required to perform the study and the rest were removed.
5. Finally, the cleaned data was visualised using Bar Graphs, Column Charts, Doughnut Charts, Line Graphs, Cards etc.

Findings

1. It was found that the most purchases were for Printers and Bookcases and the rest items barely crossed the 5K mark, meaning that there is more demand for stationary related items and printers. Hence stocking up more of these products and with proper advertising the company can make more profit.
2. A majority of the people have opted for COD mode of payment. With appropriate discounts, like cash back offer only for UPI payments, could boost up the sales.
3. States like Kerala, Bihar, Andhra Pradesh and so on in the graph has been underperforming. Perhaps, shutting down the business there and diverting the investment to the other states could enhance the profit.
4. As for the cities like Udaipur, Prayagraj, Jaipur and Hyderabad has been running on loss.

Conclusion

There are only a quite a few cities that has been performing well in terms of profit. Not many item sales have crossed the average mark. Although the overall profit among the cities has maintained an average, the company has not performed to the mark. The changes mentioned in the Findings section are advised to be performed for a better profit for the company.