

Data Analysis Report

For Win-World Super Store Sales

INTRODUCTION

For this project we investigated the sales of the Win-World Super Store. The dataset contains figures such as the sales of items like Office Supplies, Technology, Furniture and their sub-categories, state-wise sales, sales by region, sum of profit in different cities in America. The aim was to create a data to study the overall sales in the year 2019 and 2020 and compare them.

DATA EXPLORATION

How The Data Was Collected

The dataset was collected from GitHub website. This dataset contains summary of all the items sold 2019 and 2020, their mode of transporting the items, the cities the items were transported to etc. The dataset was downloaded and 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 transportation, sum of profit, cities, sales by region, sales by segment, sales by, payment mode, shipment mode etc. The reason for choosing these features is to compare the growth of Win-World Super Store in 2019 and 2020.

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, rearranging sales by date, performing capitalisation check and correcting other data inconsistencies.
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 analysis and the rest were removed.
5. Finally, the cleaned data was visualised using Column Graphs, Doughnut Charts, Area Charts, Cards, Basic Maps etc.

Findings

1. As per the Sales by region graph, it shows that the East and West region have most buyers, with almost about the same sales percentage.
2. Most of the buyers are from the consumer segment, and most have COD as the preferred method of payment.
3. In the year 2019, the sales barely crossed the 10K mark, until late 2019, where business started to rise and to initially dip in 2020. As per data, perhaps focusing more on Office needs, could boost up sales.
4. Most orders have been shipped by the standard mode, followed by the second class. By changing the shipping company and looking for better options where the same mode could be handled for a lot lesser cost, some investment could be saved and more products could be shipped as well.
5. According to the Sales Forecasting graph, the company has grown to about 8.73% from January 2019 to December 2020.
6. Even though initially in 2019, the company managed to maintain an average up until January 2020, there has been a significant rise in sales from July 2020, from where the company's sales shot up.
7. It has to be noted that in both the years, there has been a drop in sales around the month of October, and then a rise after that. This pattern needs to be studied in detail.

Conclusion

The company has managed to maintain an average all along, except towards the end of 2020 where the company's sales started rising. The pattern where the sales dipped around the month of October and then rose just after that needs to be carefully analysed through internal meetings and find a proper reason for the same. A solution can be sought following the meet. Other than that, the statistics show a good trend in the business.