

Data analysis : Sales Data

Data-Driven Storytelling Presentation:

Data-Driven Insights on Account Sales Performance

An Analysis of Year-over-Year Growth and Marketing Effectiveness

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Introduction:

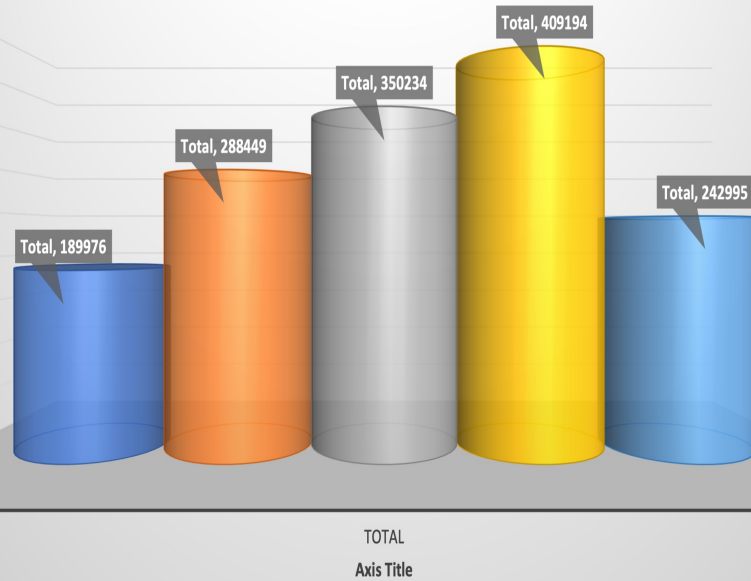
We have summarized this dataset and analyzed following:

- ▶ Reviewing annual unit sales figures for each of the past five years.
- ▶ Distinguishing the account types that have outperformed others in terms of unit sales.
- ▶ Top 10 CAGR
- ▶ Best Marketing campaign



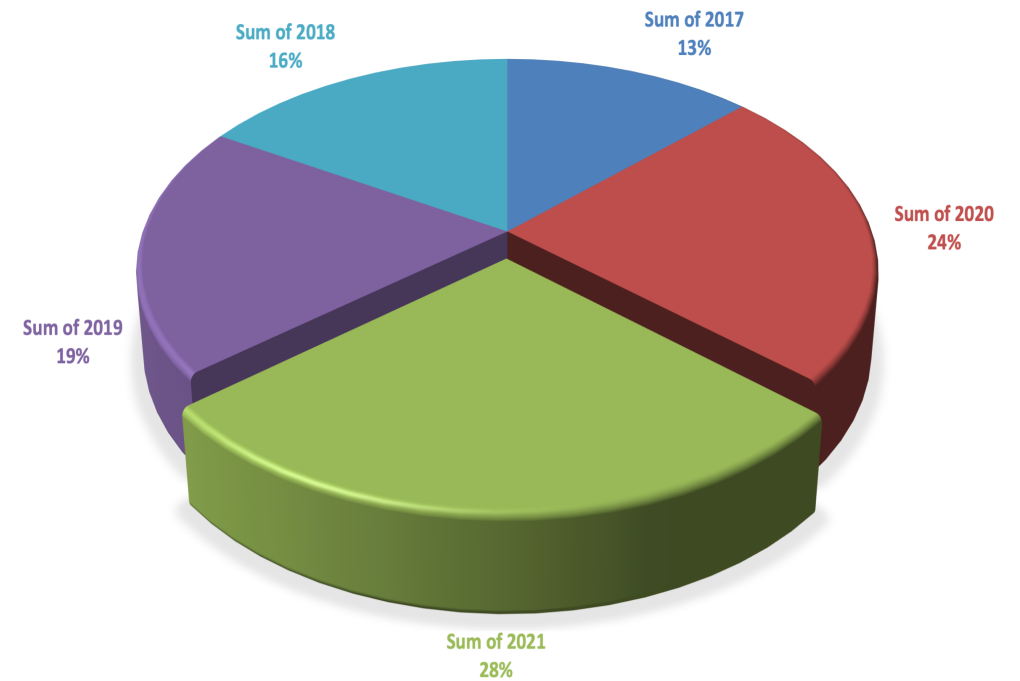
Reviewing annual unit sales figures for each of the past five years.

UNIT SALES BY YEAR



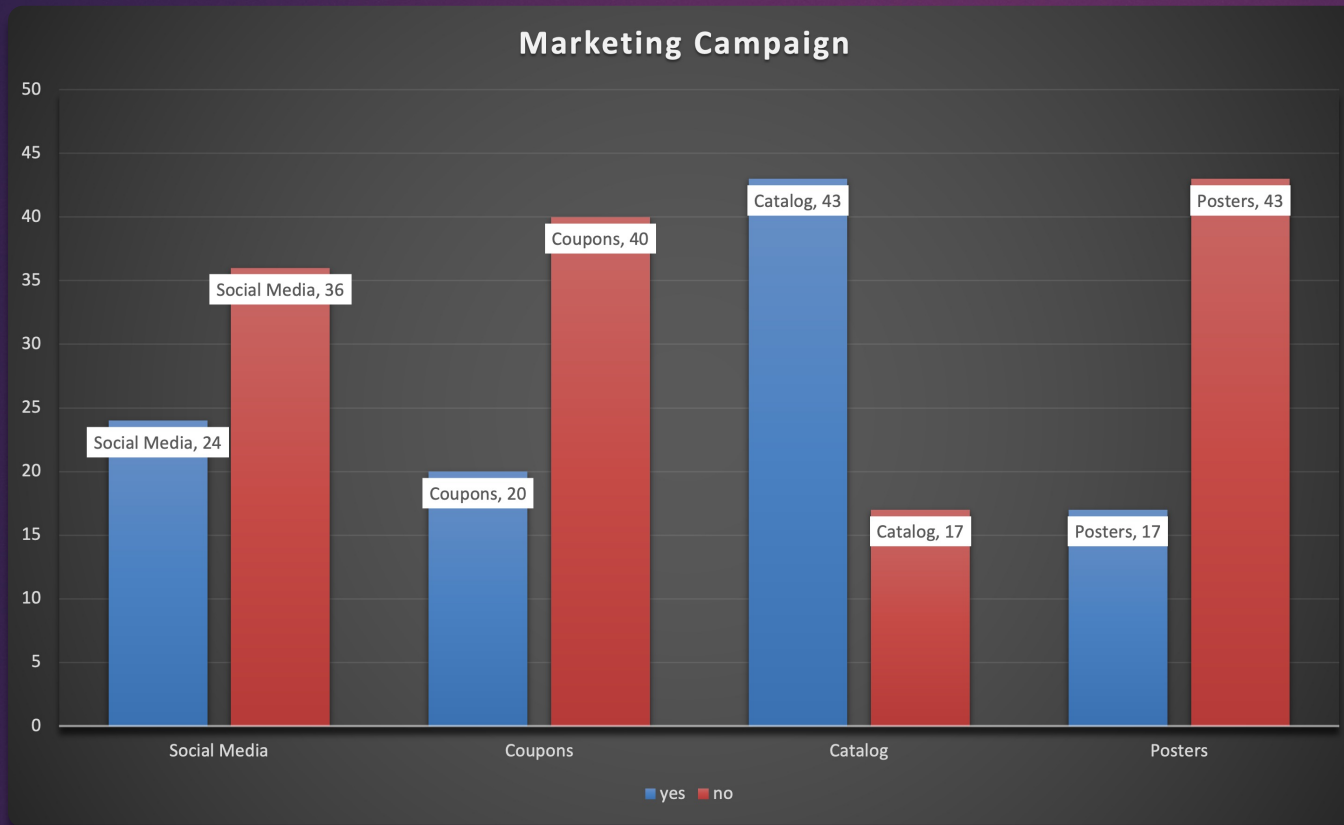
Sum of 2017 Sum of 2019 Sum of 2020 Sum of 2021 Sum of 2018

CHART TITLE



Top 10 CAGR





Best
Marketing
campaign

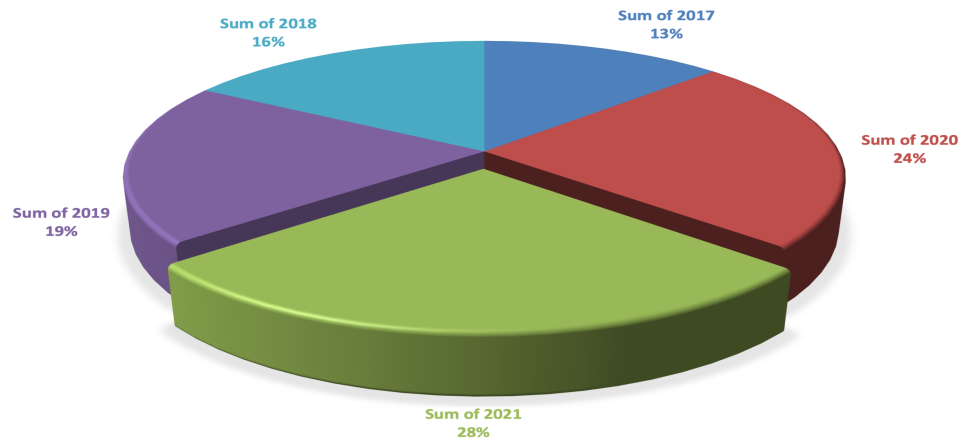
Account Sales Data for visualization

Total unit :
1,480,848

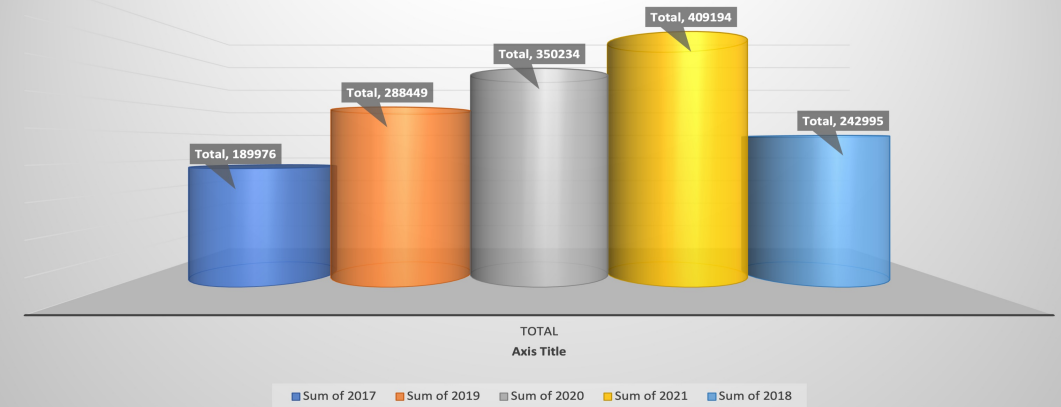
Total Accounts:
64

Largest Sales year:
2021

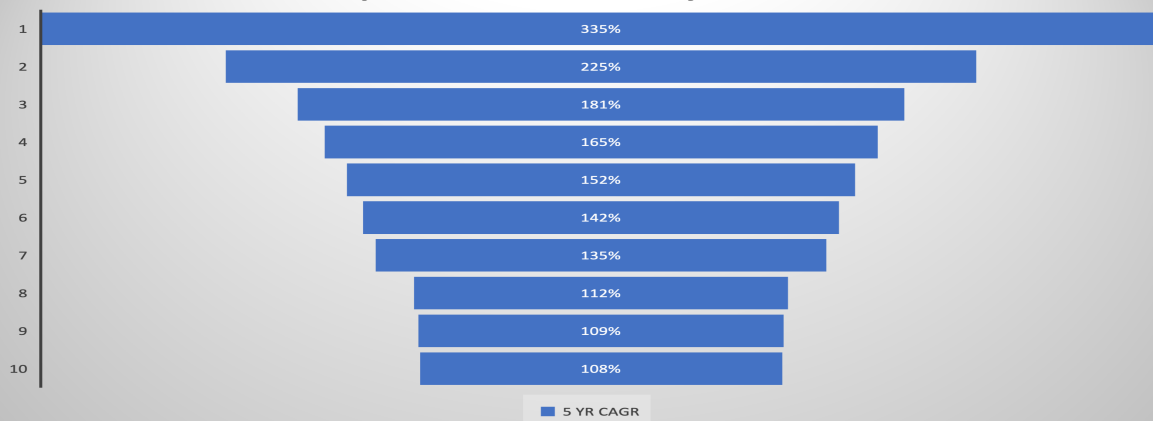
Best Campaign:
Catalog



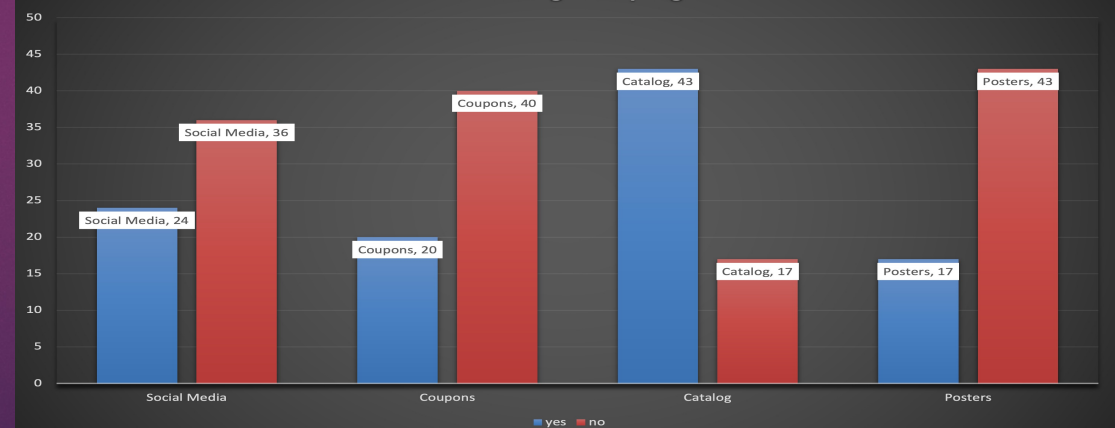
UNIT SALES BY YEAR



Top 10 CAGR accounts by unit sales



Marketing Campaign





Thank you