TNMT RETAIL SALES ANALYSIS

Here is the result of sales analysis conducted for TNMT Retails as requested by the Sales Director. The analysis provided insights to various questions such as;

1. What is the Revenue and Profit for every order?

2. Make report for;
    i. Revenue trend.
    ii. Products by revenue for the month of January. Which are the 2 top revenue product in January?
    iii. Revenue contribution (%) of the products category.
    iv. Sales team with most revenue from decoratives in March.
    v. Top 15 States by revenue, also showing their population and median income per state.

3. Create a dashboard and make it sliceable by product category.

DATASETS:

A dataset was provided, and it consists of 4 different worksheets which are titled;

1. Sales.
2. Sales team.
3. Products.
4. Store location.

* The Sales worksheet serves as the primary worksheet as it contain columns which are used to establish relationship in data modelling with the three(3) other worksheets.

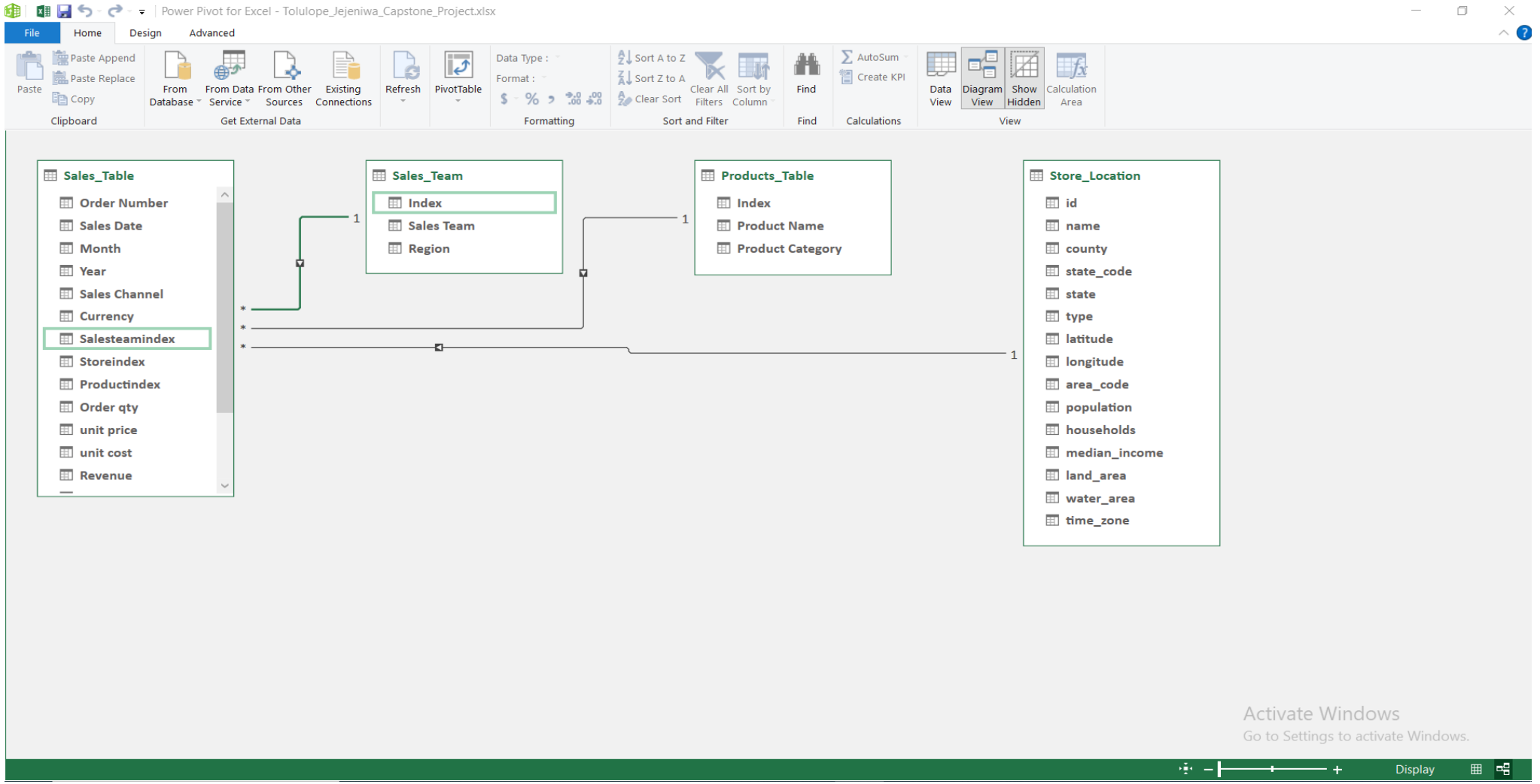
DATA CLEANING AND TRANSFORMATION:

Prior to creating the data model,

1. The dataset in each worksheet was named as a table.
2. The date column in the sales table was reformatted while the month and year for each entry was extracted using the text function =TEXT([@[Sales Date]], "mmm") and =TEXT([@[Sales Date]], "yyy").
3. Revenue for each order was calculated on sales worksheet using this function =[@[unit price]]*[@[Order qty]].
4. Cost for each order was calculated on sales worksheet using this function =[@[Order qty]]*[@[unit cost]].
5. Profit for each order was calculated on sales worksheet using this function =[@[Revenue]] - [@[Cost]].

DATA MODEL:

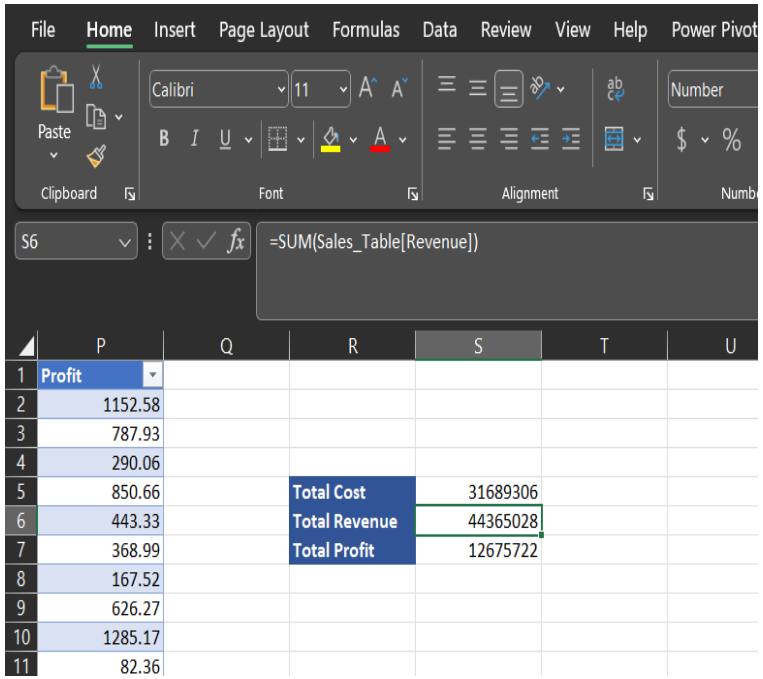
Data model was created in Power Pivot to establish the relationship/connection between all the four worksheets prior to creating pivot tables and charts to get insight for each questions.

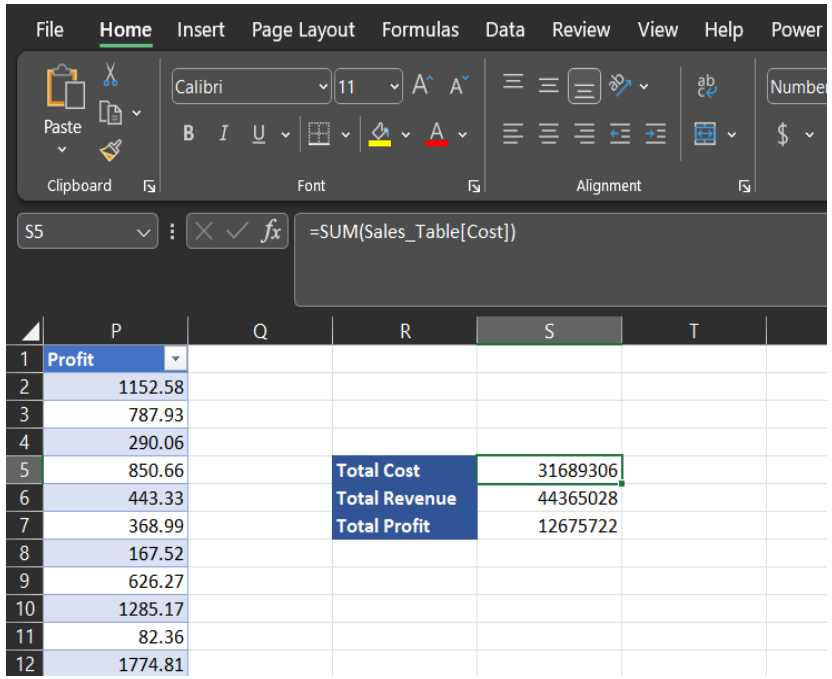


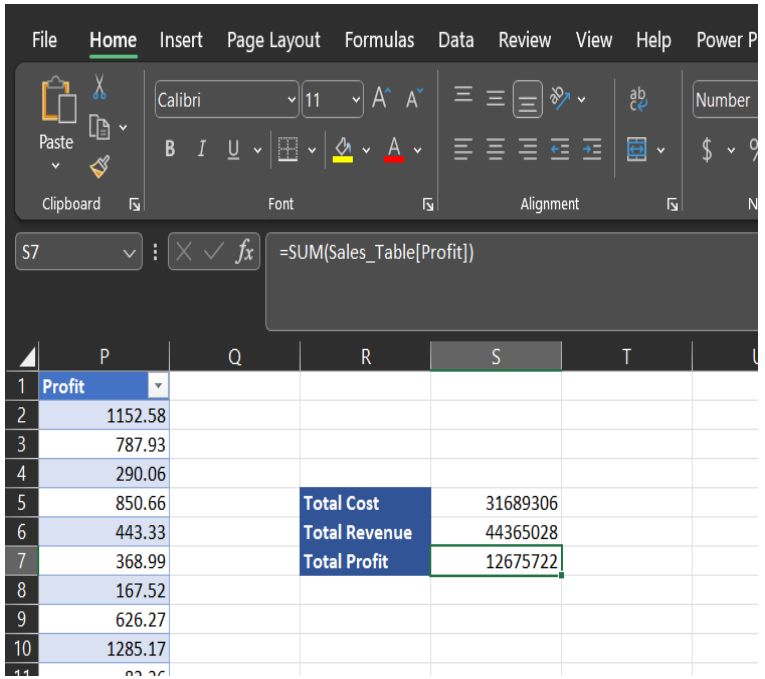
ANALYSIS RESULT

1. Total Revenue, Cost and Profit.

   This was achieved using the SUM function as shown in the image below.

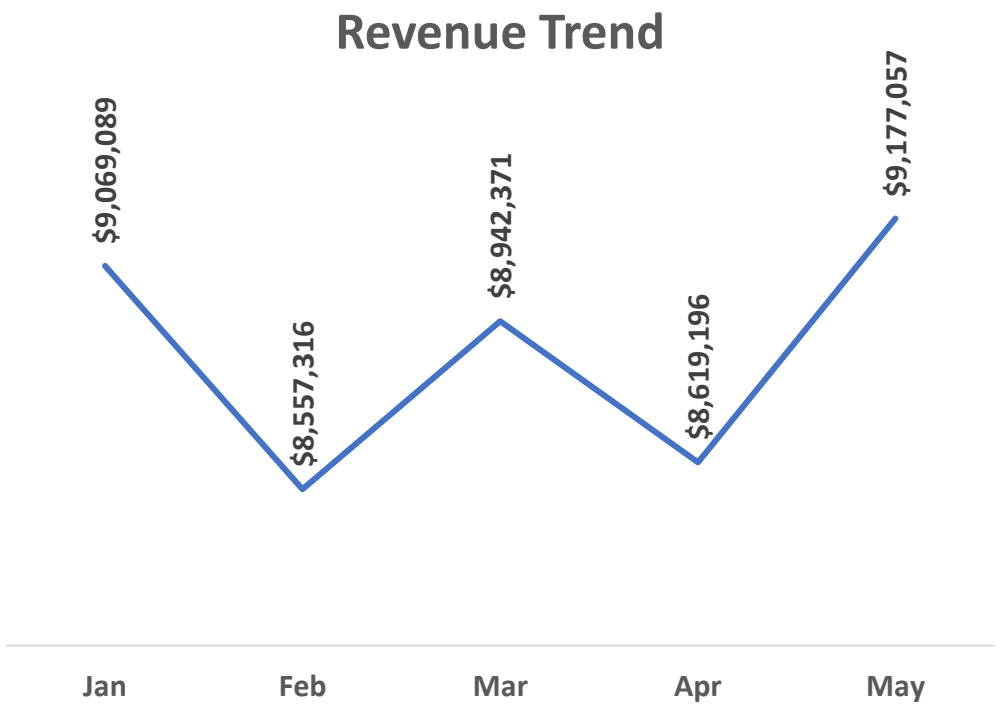






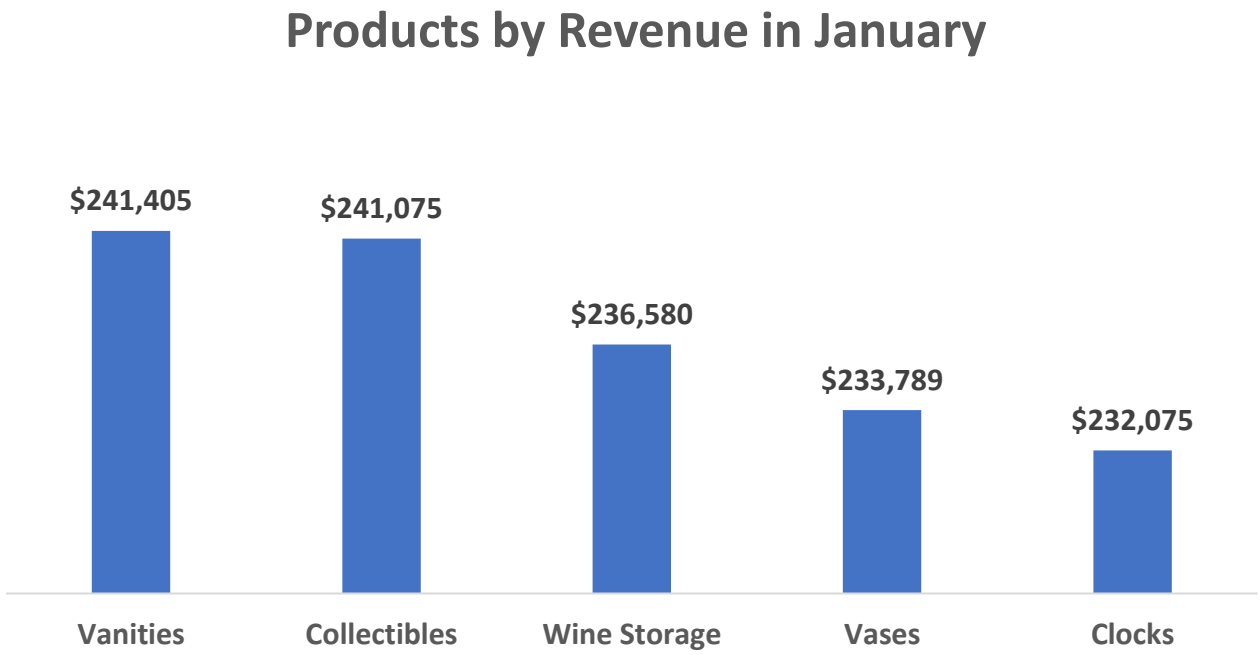
QUESTION 2:

i. Revenue trend.



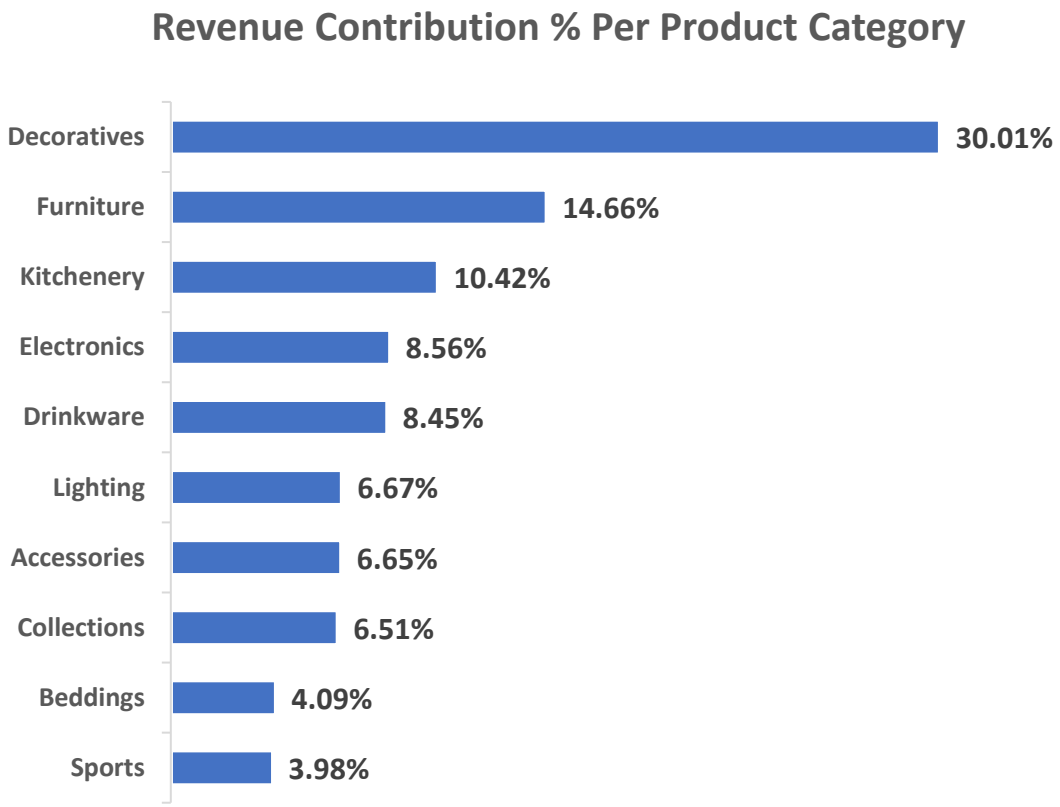
The revenue trend follows a wave pattern, and the highest revenue was recorded in the month of May while the least revenue was recorded in the month of February.

ii. Products by revenue.



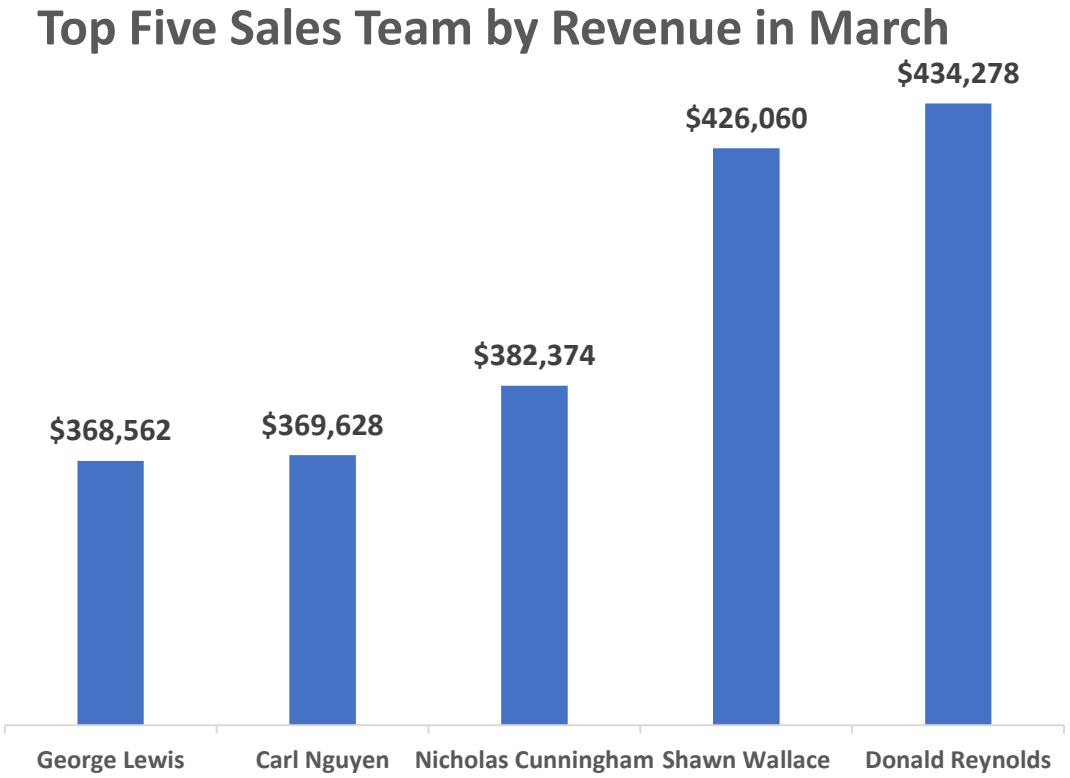
The 2 top revenue products in January are Vanities at $241,405 and Collectibles at $241,075.

iii. Revenue contribution (%) of the products category.



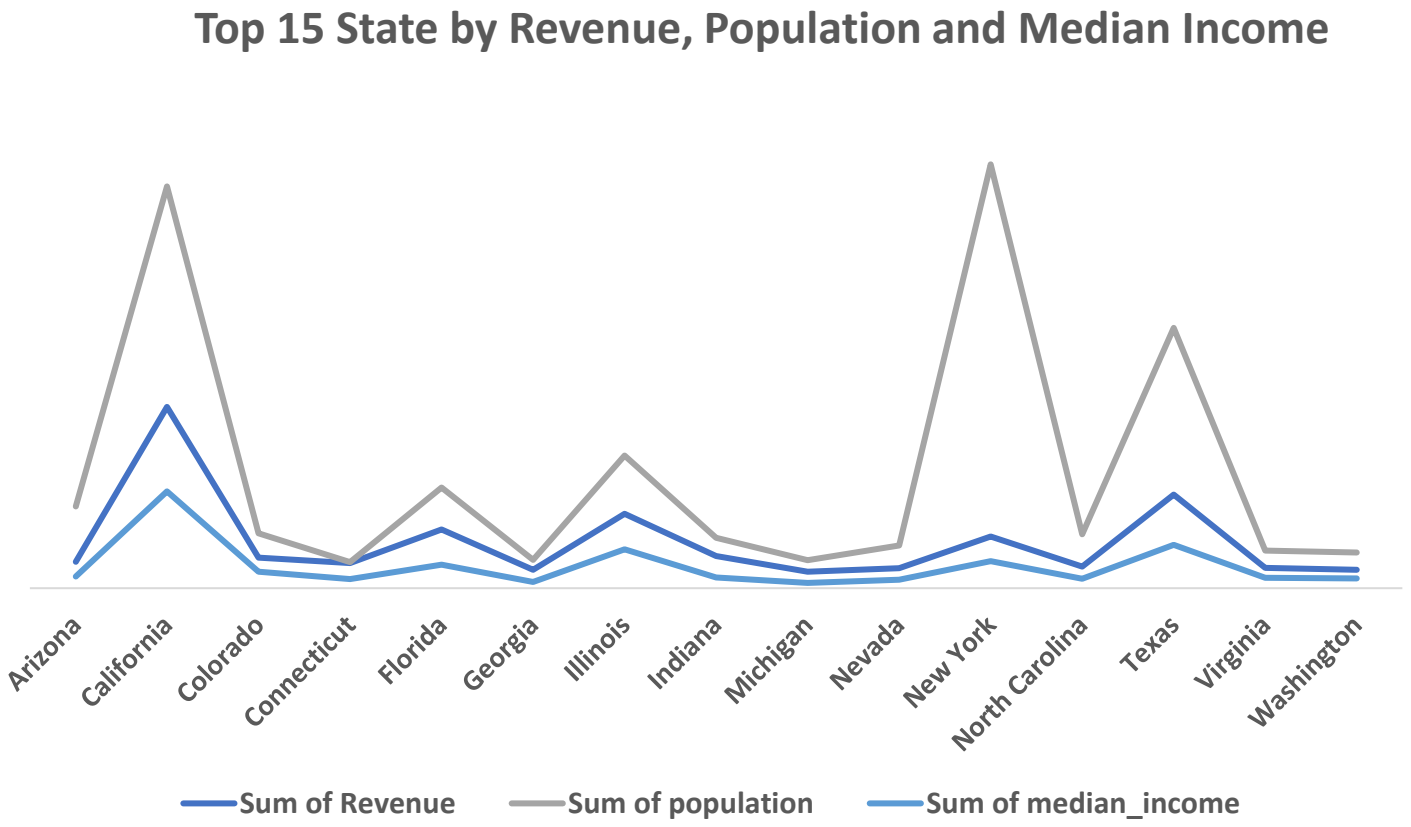
Decoratives is the product category with the highest revenue contribution at 30.01%. The product category that contributed the least revenue was Sports at 3.98%.

iv. Sales team with most revenue from decoratives in March.



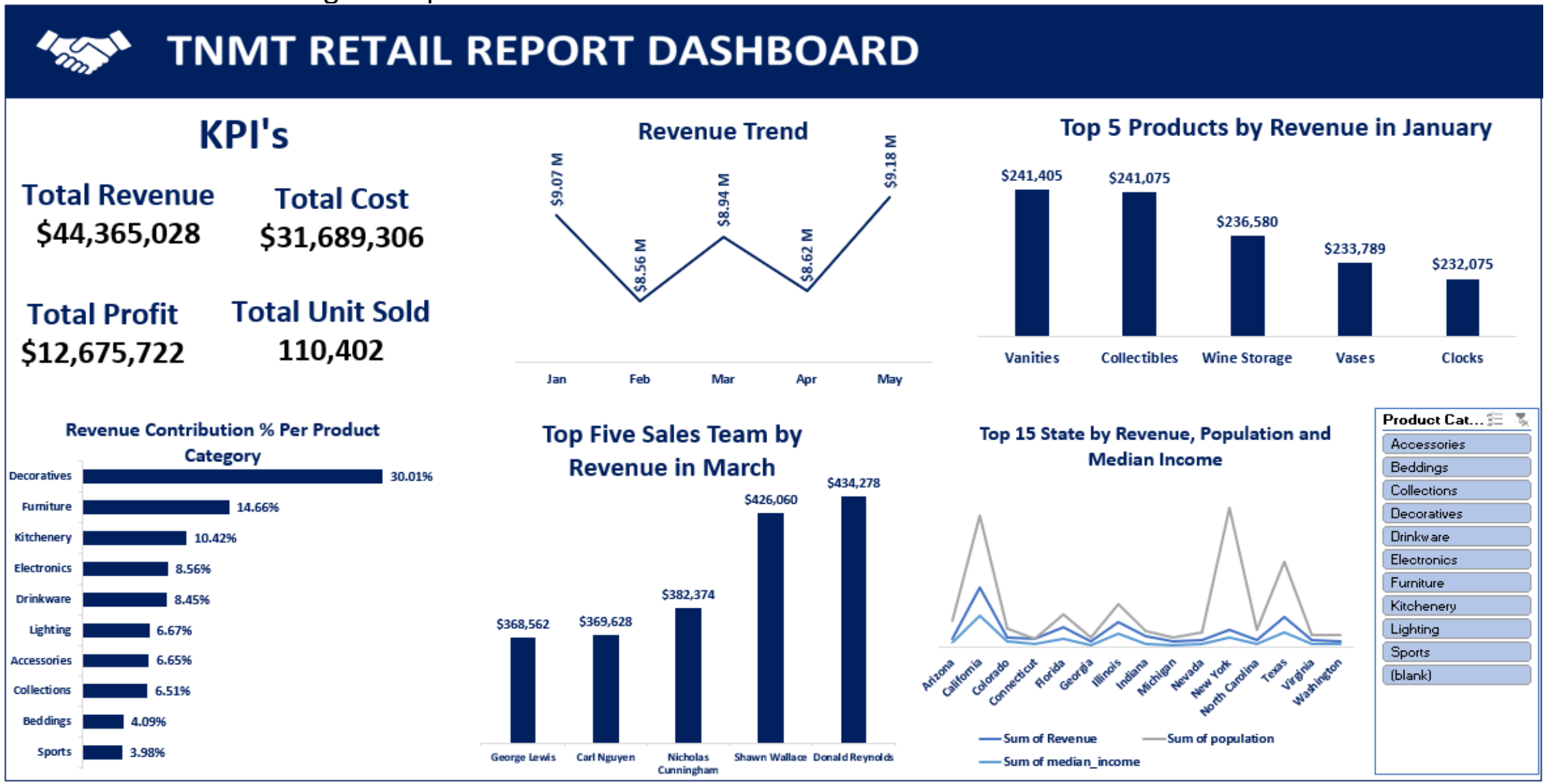
Donald Reynolds sales team made the most revenue from Decoratives in March.

v. Top 15 States by revenue, also showing their population and median income per state.



The state with most revenue is California at $8,905,982, while the state with lowest revenue is Michigan at $810,224. New York is the state with most population at 20,836,547, while the state with least population is Connecticut at 1,279,266. California is the state with most Median Income at $4,761,475, while the state with the lowest Median Income is Michigan at $261,284.

3. The dashboard showing the report.



The dashboard was created on Excel for the retail outlet to use to understand their sales history and performance.