

Data Storytelling

Sales Performance & Customer Insights

Data Storytelling & Statistical Validation

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Business Context

- Dataset contains sales transaction data
- Includes customer demographics, product categories, regions, payment methods, and revenue
- Represents real-world business operations
- Understanding this data helps improve revenue, customer targeting, and decision-making

Objective of the Analysis

- Analyze sales performance and trends
- Identify high-performing product categories
- Understand customer demographics and spending behavior
- Evaluate regional and payment preferences
- Convert insights into actionable business recommendations

Key Insight 1 – Sales Trends

- Monthly sales show noticeable variation
- Presence of seasonal patterns in revenue
- Certain months contribute significantly higher sales

Business Insight:

Seasonal trends can be used for better planning of promotions, inventory, and staffing.

Key Insight 2 – Product Category Performance

- Revenue is unevenly distributed across product categories
- A few categories generate the majority of total revenue

Business Insight:

High-performing categories should be prioritized for marketing and inventory, while low-performing ones need review.

Key Insight 3 – Customer Demographics

- Certain age groups spend more on average
- Spending behavior varies by customer age

Business Insight:

Age-based customer segmentation can improve targeted marketing and sales strategies.

Key Insight 4 – Region & Payment Preferences

- A small number of countries dominate order volume
- Customers show strong preference for specific payment methods

Business Insight:

Regional focus and optimized payment options can improve customer experience and revenue.

Business Impact

- Improved understanding of customer behavior
- Better revenue forecasting
- Optimized product and inventory strategy
- Enhanced regional and demographic targeting
- Improved transaction experience through preferred payment methods

Recommendations (Call to Action)

- Focus marketing on top-performing product categories
- Align promotions with high-sales months
- Target high-value customer age groups
- Strengthen strategies in underperforming regions
- Optimize and promote preferred payment methods

Next Step – Statistical Validation

- Validate key insights using statistical methods
- Hypothesis testing to support business conclusions
- Ensure decisions are data-backed and reliable