



# Data Storytelling



# Sales Performance & Customer Insights

---

Data Storytelling & Statistical Validation

Apex Planet Data Analytics Internship.

CHINTADA YOSHITHA

# 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