Sales Analysis Case Study

RevoU Data Analytics Mini Course

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01 ✖ Context & Purpose

This analysis was conducted as part of a mini-course at RevoU, with the goal of exploring a sample sales dataset to generate actionable insights. The dataset contains sales performance by product line, deal size, and time. The purpose is to identify which product lines perform best, understand the trend of sales over time, and evaluate how different deal sizes contribute to total sales. This insight can help businesses optimize marketing and inventory strategies.

Data Processing Method

I used MySQL via TablePlus to perform data analysis. The raw dataset was imported from Google Sheets and cleaned directly through SQL queries. I focused on aggregating key metrics such as total sales per product line, monthly sales performance, and total sales grouped by deal size. The charts in this presentation were generated using TablePlus' metric board to visualize insights clearly and concisely.

Product Line Performance

Product Line with Highest & Lowest Sales

Among all product lines, Classic Cars is the top performer, generating the highest total sales with 2,968,369 units sold. On the other hand, Trains had the lowest performance, only contributing 203,988 in sales. This wide gap shows that product preference is heavily skewed towards certain categories, which is useful for strategic product planning.
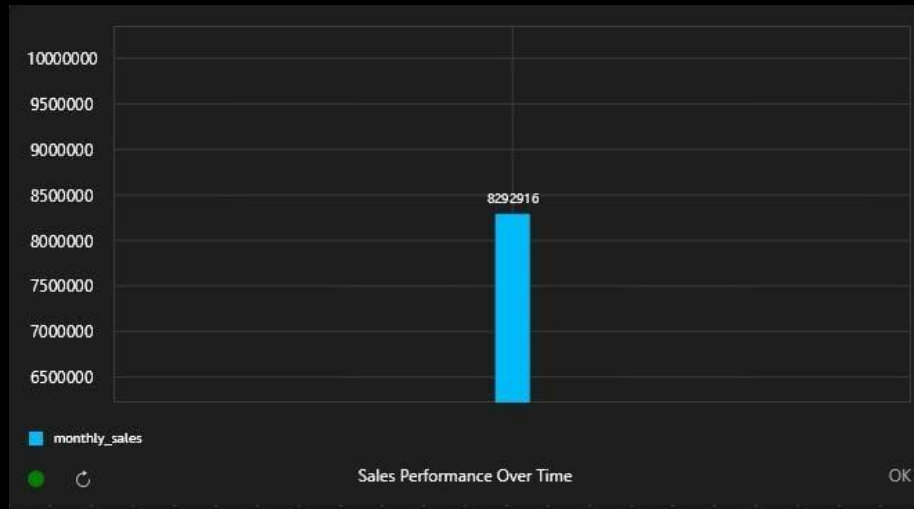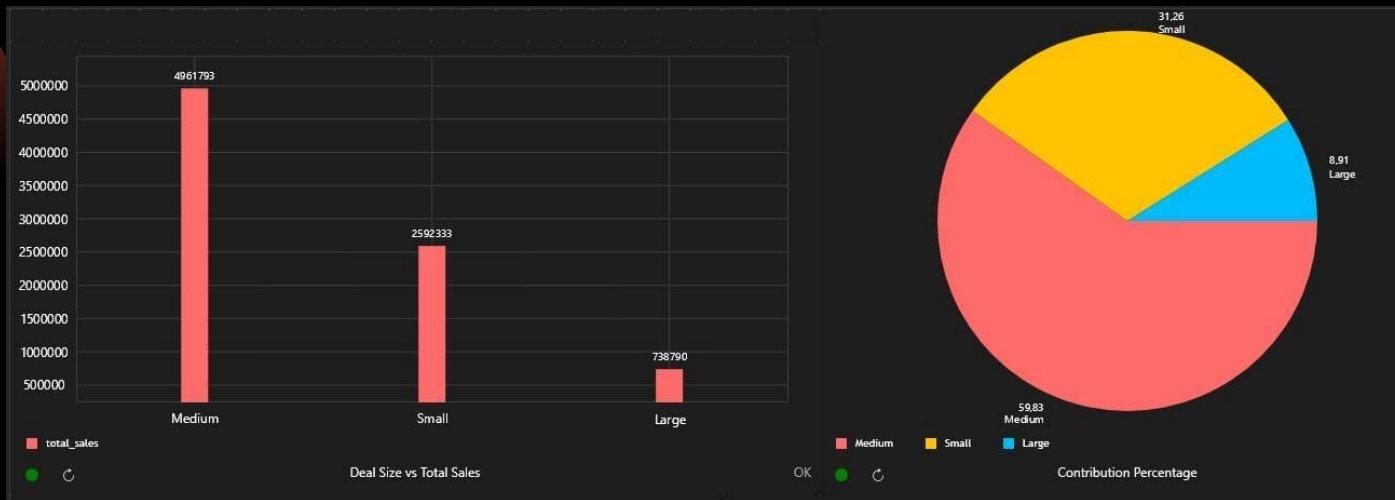
✖ Sales Over Time

•Sales over time peaked at 829,216, indicating a strong performance in a specific time window. However, the overall monthly sales trend seems to be quite stable, with no sharp fluctuations. This could indicate a consistent demand cycle, possibly tied to regular business patterns or a well-established customer base.

05 ✖ Deal Size Contribution

Medium-sized deals dominate the sales contribution, accounting for 59.83% of total sales or around 4,961,793 in value. Small deals follow with 31.26% (≈2.59 million), while large deals make up only 8.91% (≈738,790). This reveals that although large deals have high value per unit, they occur less frequently. Focusing on optimizing medium deals could yield better scalability and stable revenue.
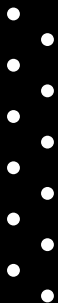
Key Insights & Conclusion

From this analysis, it's clear that Classic Cars should remain a top priority in the product portfolio. Medium deal sizes are the most impactful for sales volume and should be the focus for marketing and sales teams. Although some product lines underperform, this also provides an opportunity to rethink their positioning or phase them out. Overall, consistent sales trends and predictable deal behavior offer a stable foundation for forecasting and strategic planning.

Thank You