

Business Analytics: Sales Data

GoSkills online course syllabus

Skill level

Beginner

Lessons

17

Pre-requisites

No prior experience needed

Video duration

1h 1m

Estimated study time

1h 1m

Instructor

Benjamin Kepner

Introduction

- 1** Shift your mindset from data overload to sales insights
Many professionals collect sales data but don't translate it into action.

Set Up a Sales Analytics Foundation

- 2** Track sales data with the right tools
Using the right tool changes everything.
- 3** Map your data sources to avoid blind spots
Without a source map, you miss critical insights.
- 4** Structure your data for effective analysis
Bad data structure leads to bad analysis.
- 5** Overcome the most common sales data challenges
You need to plan for real-world obstacles.

Visualize and Report Your Sales Data

- 6** Choose the right analytics tool for deeper insights
Choosing the right tool is critical for turning raw sales data into actionable insights.
- 7** Build a dashboard for a sales team
Dashboards empower real-time decision-making.

8 Connect sales and marketing data in a unified dashboard

Linking sales and marketing shows the full picture.

9 Set up a repeatable reporting infrastructure

Reports shouldn't be reinvented every week. In this lesson, you'll build a report template and automate basic refreshes with formulas or integrations.

Conduct Advanced Sales Analysis

10 Choose the right type of sales analysis for the job

One analysis does not fit all.

11 Identify sales seasonality to guide strategy

Timing impacts revenue. In this lesson, you'll see how to identify seasonal sales patterns and interpret peaks and lulls for better forecasting.

12 Use categorical analysis to identify top performers

Some categories perform better than others. In this lesson, you'll analyze performance by category and rank them based on sales contribution.

13 Conduct regional analysis to localize sales tactics

Geography affects engagement.

Analyze Sales Data with Leading Tools

14 Use Google Analytics for e-commerce and web sales

Website data tells a sales story.

15 Visualize sales trends with Looker Studio

Looker Studio turns your data into fully customizable, informative reports and dashboards.

16 Dive deep into sales analysis with Power BI

Power BI handles large-scale analysis. In this lesson, you'll import, clean, and visualize multi-source sales data using Power BI's interface.

Conclusion

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Use sales analytics to drive better business decisions

Congratulations on completing this course! Now, you're ready to use your sales data to create meaningful business outcomes.

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