

Dangote Cement Sales & Inventory Performance Analysis

Project Proposal

1. Project Overview

This project aims to provide a comprehensive analytical overview of Dangote Cement Plc's 2024 sales and inventory operations across its major regional markets in Nigeria.

Through detailed data cleaning, modeling, and visualization using Microsoft Power BI, the project will reveal patterns and insights that can help improve sales performance, enhance inventory management, and support data-driven decision-making within the organization.

Project Objectives

The primary objectives of this analysis are to:

1. Evaluate sales performance across multiple dimensions — region, product, and time period.
2. Assess inventory management efficiency and identify optimization opportunities.
3. Analyze profitability metrics including revenue, cost of goods sold (COGS), and profit margin.
4. Understand customer and payment behavior to improve cash flow and credit control.
5. Deliver interactive dashboards and insights for business leadership to make informed strategic decisions.

Project Workflow

1. **Data Cleaning & Transformation**
 - Remove duplicates, correct data types, and handle missing values.
 - Derive key metrics.
2. **Data Modeling**
 - Build relationships between the sales and inventory tables.
 - Create a time intelligence table for monthly trend analysis.
3. **Dashboard Development**
 - Design intuitive and visually appealing Power BI dashboards.
4. **Insight Generation & Reporting**
 - Highlight top-performing regions, products, and customers.
 - Analyze stock efficiency and payment delays.
 - Generate actionable recommendations for business improvement.

Tools to Use

- Python
- SQL
- Power Bi