

Global Sales Analysis



About the Project



PROCESSES AND ANALYZES SALES
DATA FROM 8 COUNTRIES USING
GCP SERVICES.



OBJECTIVE: CLEAN, INTEGRATE,
ANALYZE SALES DATA ON A
SCALABLE CLOUD PLATFORM.

Team Members



1 - Data Collection & Integration (GCS, MySQL, SQL Server, AlloyDB)



2 - Python Script for Data Cleaning



3 - Airflow Configuration and Orchestration



4 - BigQuery Data Integration and Analytics



5 - Visualization using Looker Studio



6 - ML Predictions

Process of Development

- Data collected and integrated into GCS, MySQL, SQL Server, and AlloyDB
- Python scripts clean and transform data on Airflow
- Airflow automates the data pipeline
- Data transferred to BigQuery for analysis
- Visual dashboards created in Looker Studio
- Machine Learning models built for forecasting

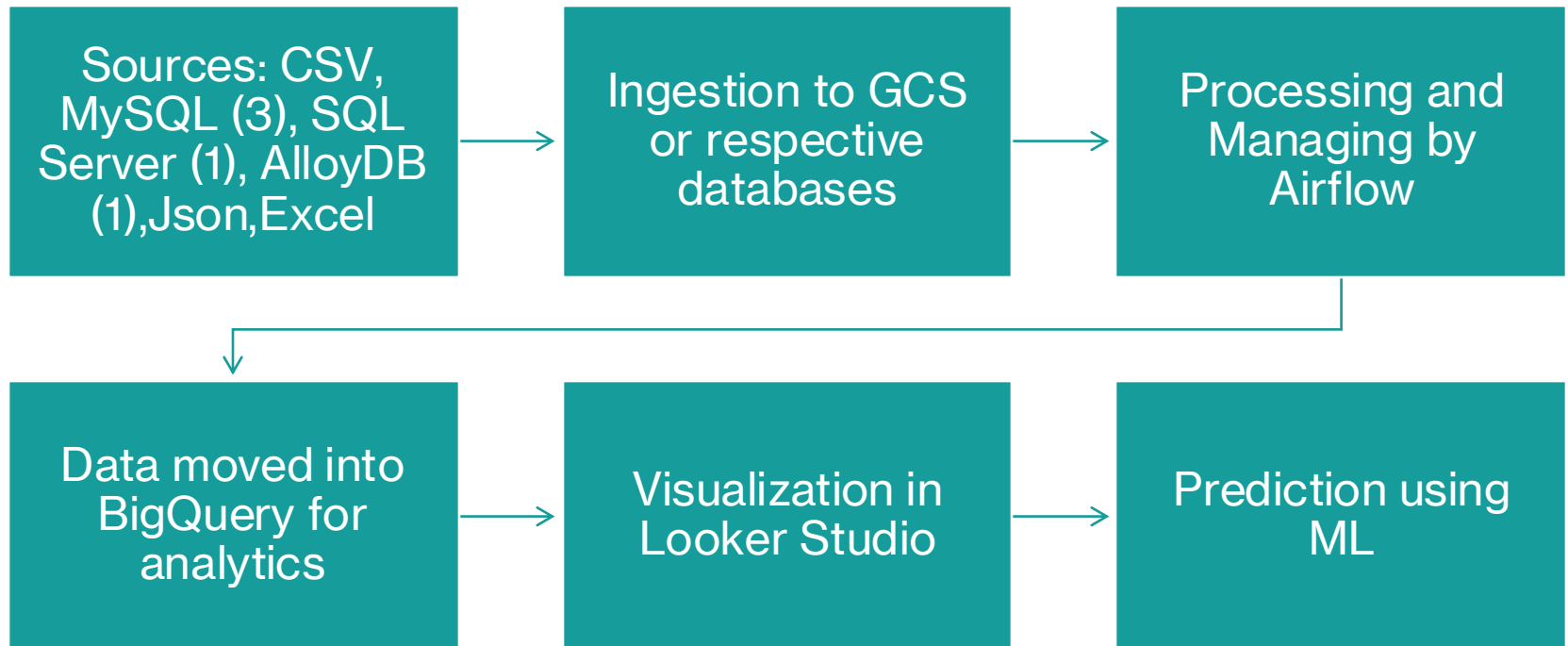


Services Used

- Google Cloud Storage
- Cloud SQL (MySQL)
- SQL Server on GCE
- AlloyDB
- Cloud Composer (Airflow)
- BigQuery
- Looker Studio
- BigQuery ML



Project Flow Diagram



Sample Outputs

SaleId	Category	Product	Qty	Sale	Country	Amount	INR_Amount
IN-0282	Shoes	Adidas Shoes	3	757.0	India	2271.0	2271.0
JP0042	Water bottles	Bottle1	5	7465.52	Japan	37327.600000000006	21276.732
JP0081	Water bottles	Bottle1	14	23413.79	Japan	327793.06	186842.04419999997
JP0098	Water bottles	Bottle1	15	21439.66	Japan	321594.9	183309.093
HK0083	Water bottles	Bottle1	18	1903.75	HongKong	34267.5	374543.77499999997
HK0097	Water bottles	Bottle1	9	578.04	HongKong	5202.36	56861.794799999996
HK0131	Water bottles	Bottle1	10	659.65	HongKong	6596.5	72099.745
HK0155	Water bottles	Bottle1	3	269.53	HongKong	808.58999999999992	8837.8887
OM0033	Water bottles	Bottle1	8	24.27	Oman	194.16	41849.246399999996
OM0040	Water bottles	Bottle1	17	77.61	Oman	1319.37	284377.00979999994
NO0097	Water bottles	Bottle1	17	1255.38	Norway	21341.460000000003	175213.38660000003
NO0161	Water bottles	Bottle1	6	790.77	Norway	4744.62	38953.330200000004
DE0022	Water bottles	Bottle1	11	99.73	Germany	1097.03	98008.6602

Sample Outputs

TAX REPORT

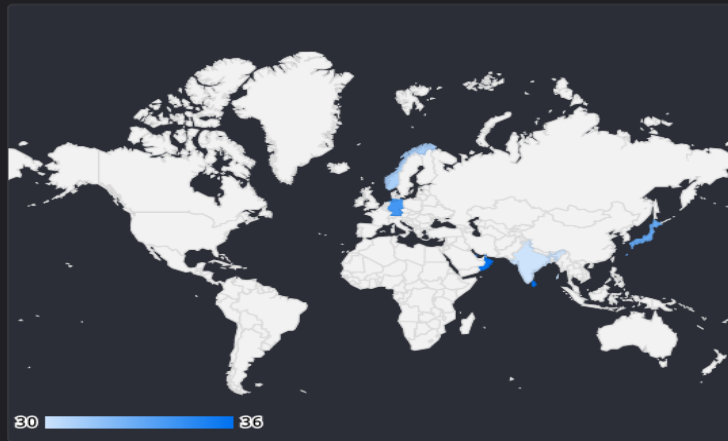


Number of Products

	Product	Record Count
1.	Tshirt4	7
2.	Jeans3	7
3.	Jeans5	7
4.	Shoes3	7
5.	Tshirt6	7
6.	Jeans6	7
7.	Shoes2	7
8.	Shoes4	7
9.	Perfume2	7

1 - 78 / 78

Country by Record Count

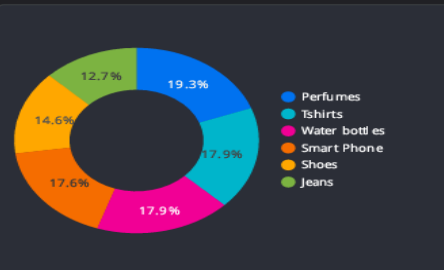


Tax_5_percent
4,353,276.85

Category
6

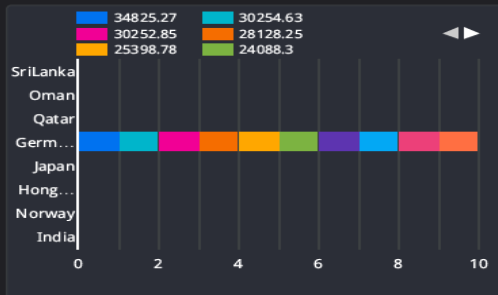
Amount
87,065,536.77

Category by Tax_5_percent

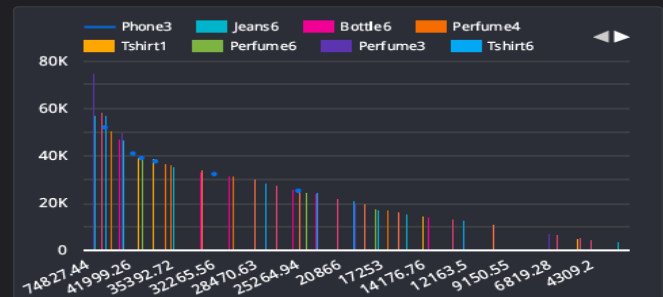


Record Count
267

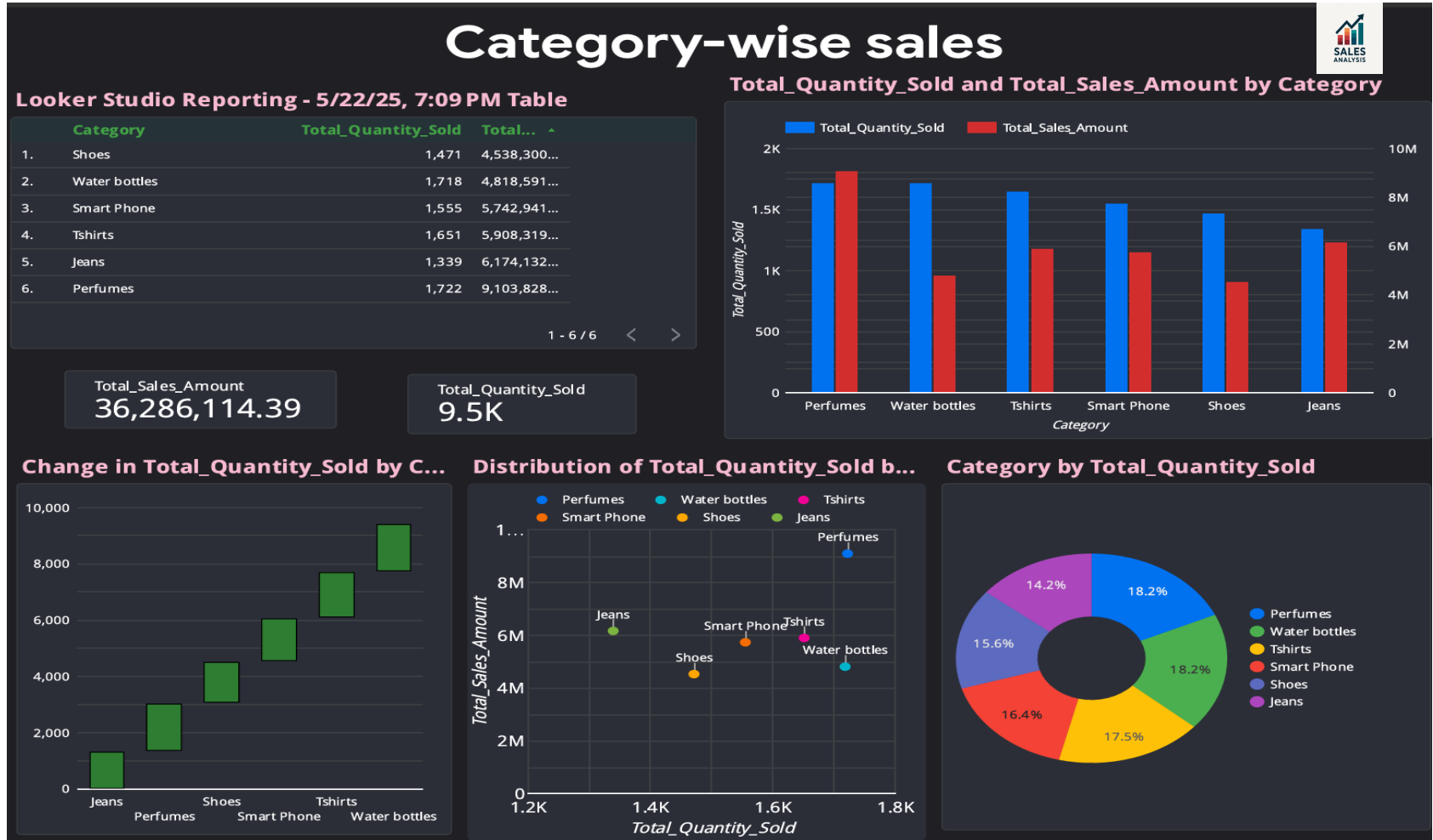
Record Count by Country and Tax_5_perc...



Tax on Products



Sample Outputs



Sample Outputs

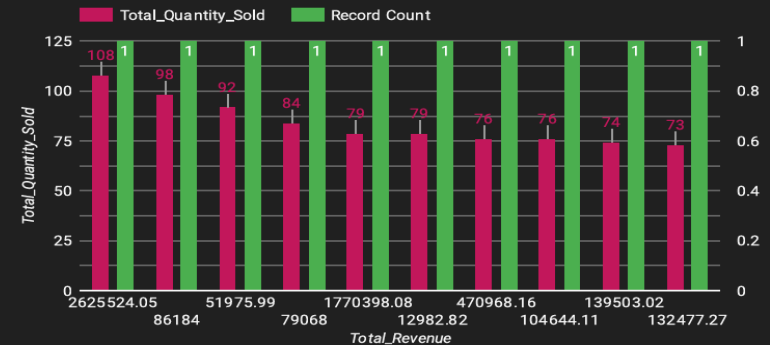
Product-wise sales



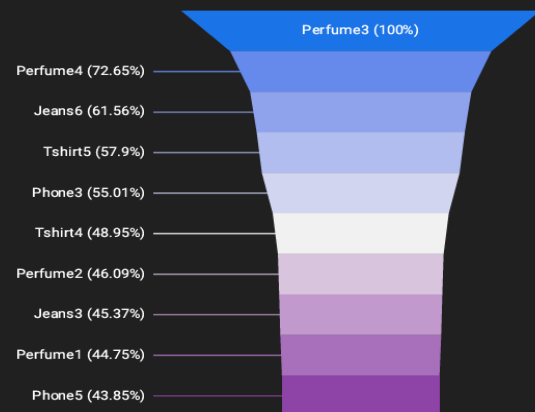
Looker Studio Reporting - 5/22/25, 8:51 PM Table

	ProductName	Total_Quantity_Sold	Total_Re...
1.	Phone3	315	1,567,522....
2.	Perfume4	311	2,070,021....
3.	Tshirt1	306	1,009,670....
4.	Jeans6	284	1,754,266....
5.	Bottle6	265	1,241,588....
6.	Tshirt4	264	1,394,857....
7.	Perfume6	259	358,540.76
8.	Shoes3	239	634,334.17
9.	Perfume3	239	2,849,466....
10.	Bottle4	227	446,656.48

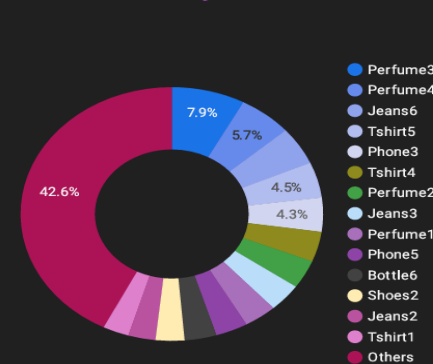
Total_Quantity_Sold and Record Count by Total_Revenue



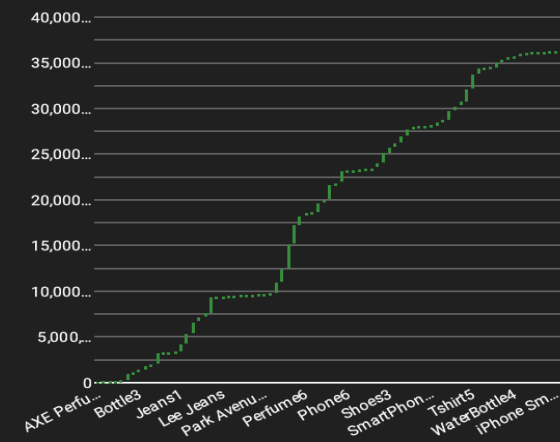
Total_Revenue Funnel



ProductName by Total_Revenue



Change in Total_Revenue by ProductName



Future Plans & Enhancements

- Real-time data flow with Pub/Sub + Dataflow
- ML-based anomaly detection and alerts
- Integrate advanced ML models



Thanks & Contact

- Thank you for your time and attention!
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