# Sales Data Analysis – Project Report

## 📌 Project Title

Sales Data Analysis using Excel and Power BI

## 🎯 Objective

To analyze sales data and uncover meaningful insights regarding sales performance, customer behavior, product profitability, and regional trends. The goal is to support strategic decision-making using data-driven visualizations.

## 🛠️ Tools Used

- Microsoft Excel – for cleaning and formatting the raw data

- Power BI – for building an interactive dashboard and visualizing key metrics

## 🔧 Steps Followed

1. Data Cleaning in Excel

- Removed blank and duplicate values

- Ensured correct date format

- Added two new columns: Month and Year using Excel formulas

- Saved the final dataset as Sales\_Cleaned.xlsx

2. Data Visualization in Power BI

- Imported cleaned Excel data into Power BI

- Created key metrics using card visuals (Total Sales, Total Profit)

- Built bar and column charts for:  
 - Sales by Region  
 - Top Products by Sales  
 - Profit by Product Category

- Created a line chart for Monthly Sales Trends

- Added slicers for interactivity (Region and Year)

## 📈 Key Insights

- Top Region by Sales: North

- Top Product by Sales: Stapler

- Most Profitable Category: Office Supplies

- Month with Highest Sales: March

- Some products like Furniture showed low profit margins

## 💡 Business Recommendations

- Focus marketing and stock planning on the North region and top-performing products like Stapler

- Optimize or phase out low-profit items such as Furniture

- Plan promotional campaigns around high-sales months like March

- Invest more in Office Supplies to maximize profitability

## 📂 Project Deliverables

- Sales\_Cleaned.xlsx – Cleaned Excel dataset

- Sales\_Analysis.pbix – Power BI dashboard file

- Sales\_Report.docx – This summary report

## 🧠 Skills Demonstrated

- Data Cleaning & Transformation (Excel)

- Data Visualization & Dashboarding (Power BI)

- Business Analysis & Insight Generation

- Use of Filters and Interactive Visuals