Sales Analysis Report – By Akash Pal

Hi! I'm **Akash Pal**, a student at **Ramniranjan Jhunjhunwala College, Ghatkopar**
I explored a Sales dataset from Kaggle and performed a complete Data Analysis to find insights that can help understand business performance and customer preferences

Dataset Overview

The dataset contains the following columns:
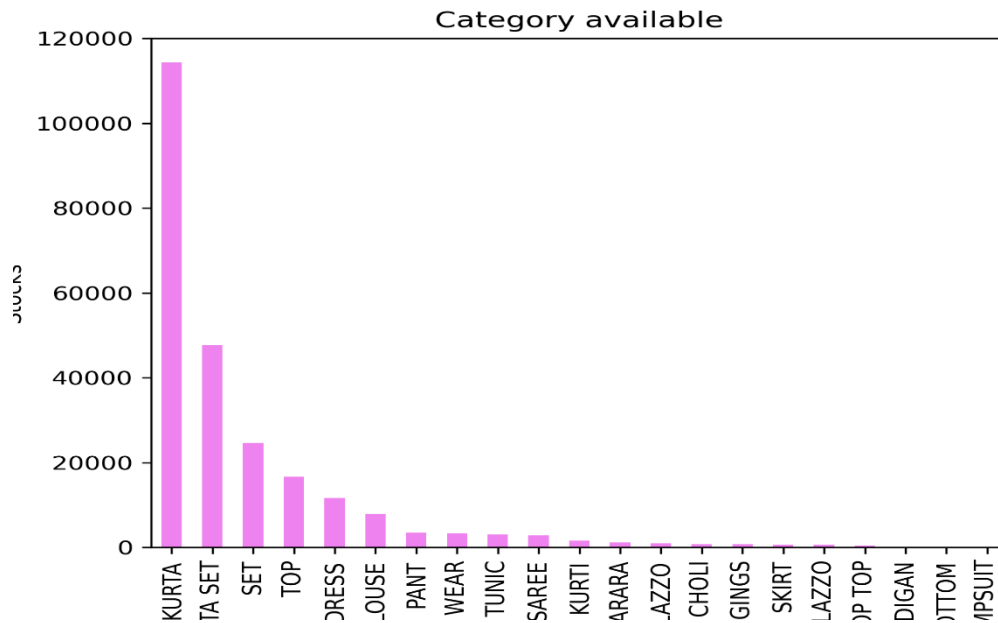**SKU Code, Color, Stock, Design No., Category, Size**

Key Questions I Answered

- Which colours are selling the most?
- Which product designs are most popular among customers?
- Which sizes have the highest demand?
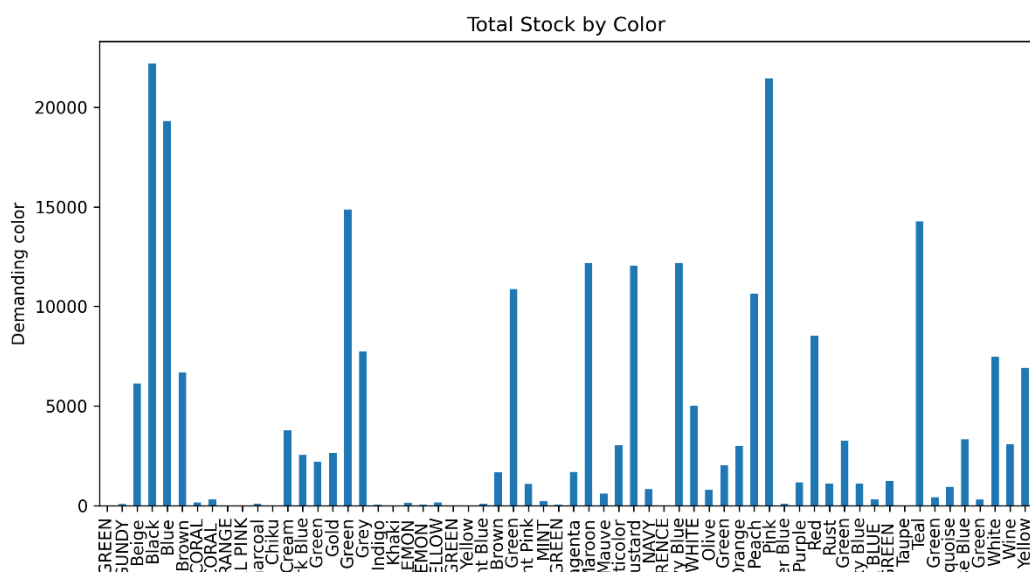- Which SKU codes contribute the most to total stock movement?

My Observation on Sales

1) Category vs Stock
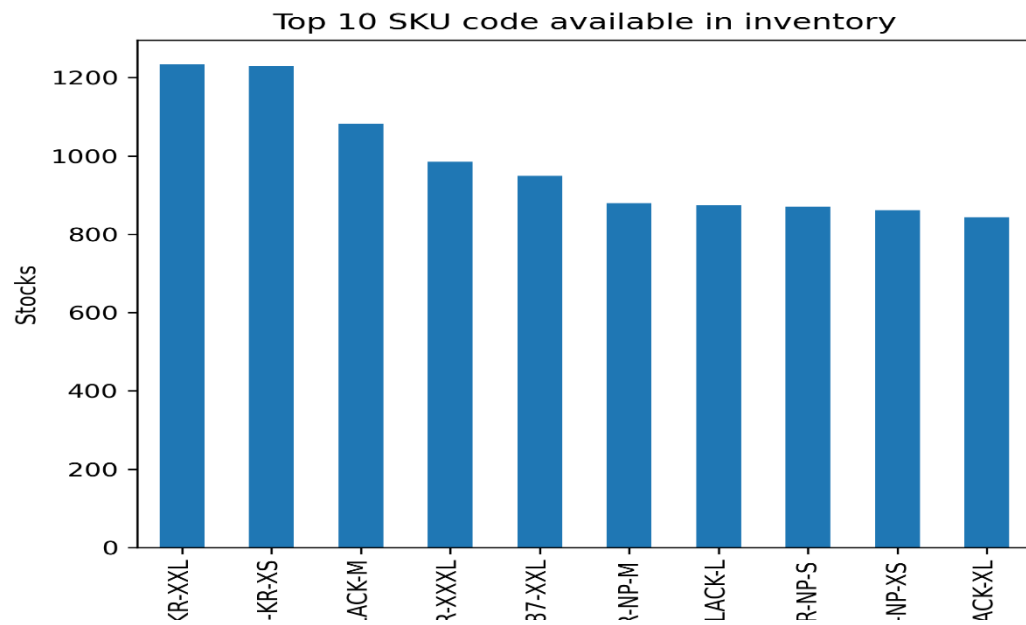
Observation: Kurtis have highest stock.

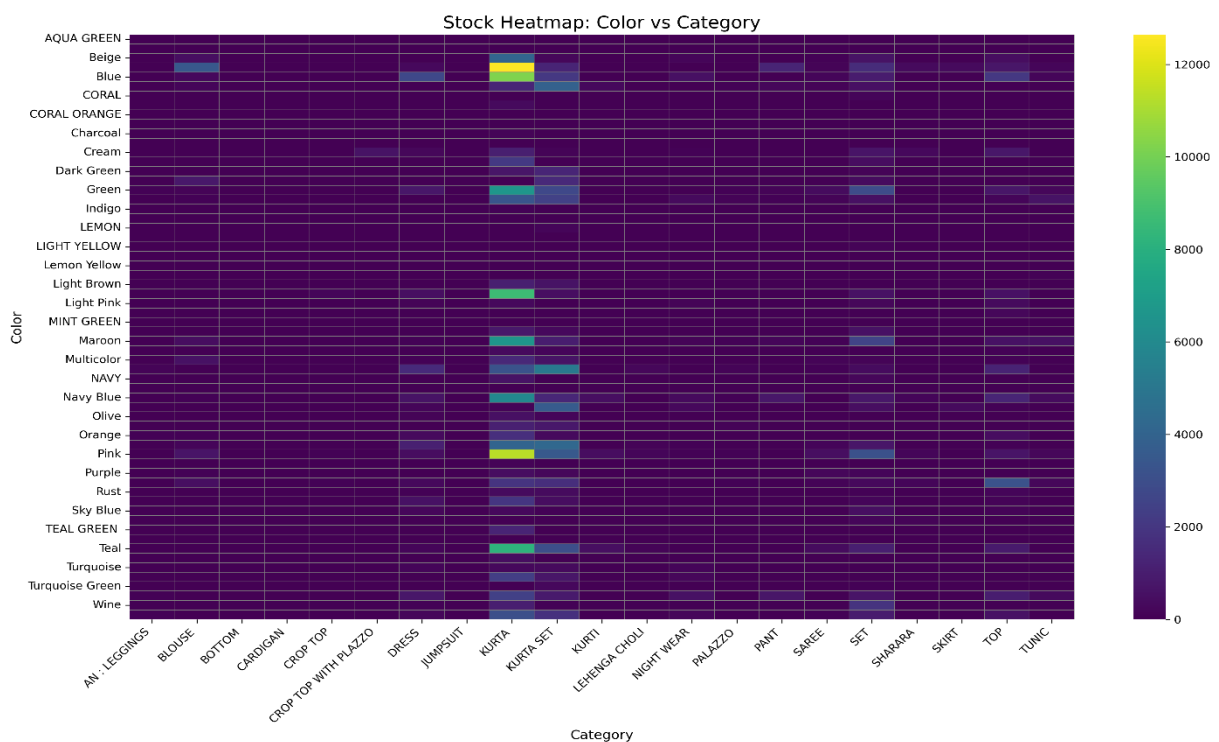## 2) Color V Stocks

Black, Blue And Pink had large stocks in inventory

3) SKU   V   Stocks

Top 10 Stocks available in inventory

Top 10 SKU code available in inventory

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4) Stocks Heatmap : Color V Category The heatmap shows a strong concentration of stock in certain categories and colors,
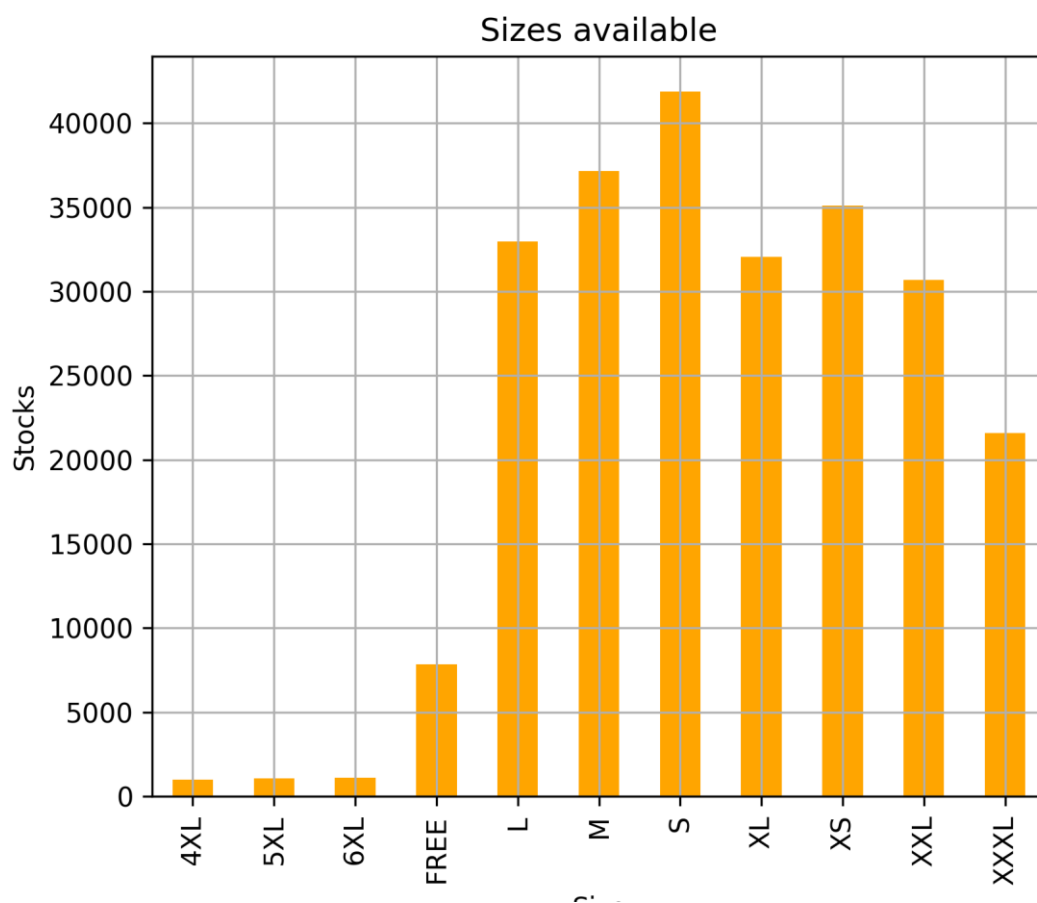
Meaning some color category combinations are much more in demand than others."

Stock Heatmap: Color vs Category

5) Size V Stocks

 Small (S) Size is more in inventory

5XL, 6XL sizes show lower stock availability, suggesting
higher sales or lower production

This is my first Sales Analysis project, and I'm excited to continue learning and improving.
Feedback and suggestions are always welcome!