

Sales, Profit & Discount Analysis – A Data-Driven Approach

Problem Statement

Many businesses face declining profit margins and unbalanced discount strategies across regions and products. Without proper data analysis, it's difficult to identify where losses occur or which products are driving the most value.

This project aims to analyze sales, profit, and discount trends to discover key performance drivers across countries, segments, and products, helping management make more informed strategic decisions.

Data Introduction

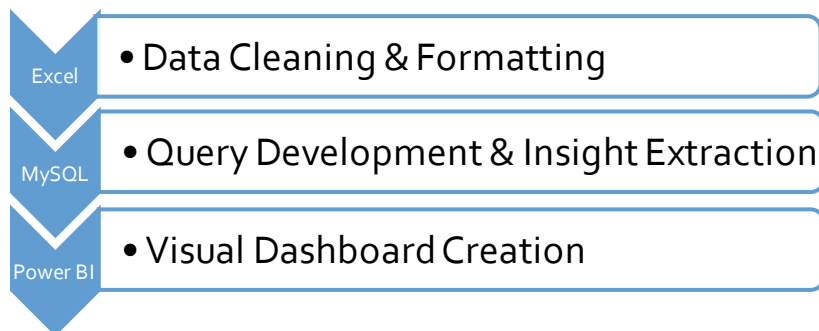
The dataset used in this project is a sample financial sales dataset provided by Microsoft. It contains records of transactions across different countries and segments, including details such as Product, Sales, Discount, Profit, Cost, Date.

Source: Microsoft Power BI Sample Financial Data

Objectives

- Analyze total Sales, Cost, Profits, and Discounts
- Identify top-performing Product and Segment
- Evaluate Country-wise revenue and profitability
- Understand how Discounts impact Profit

Tools Used



Key Business Questions

Product-Level Performance

- Which products are the top sellers?
- Which products generate the most profit?
- Which products are sold with the highest discounts?
- Which products have low performance in both profit and sales?
- Which products are sold the most in each country?
- Which products are most sold across different segments?
- Which products generate the highest sales in each month?

Country-Level Performance

- Which countries have the highest total sales overall?
- Which countries generate the most overall profit?
- Which countries give the highest average discount on sales?
- Which countries show low performance in both profit and sales?

Segment-Level Performance

- Which segments have the highest total sales overall?
- Which segments generate the most overall profit?
- Which segments offer the highest average discount?
- Which segments show low performance in both profit and sales?

Data Cleaning Process (Excel)

1. **Converted Excel to CSV** for easier import
2. Used **Insert > Table** to organize the data
3. Checked for:
 - Null, zero, or blank values

- Wrong formats (e.g., date/currency issues)
- 4. Standardized formats:
 - Dates → DD-MM-YYYY
 - Currency fields → proper number format
 - Discounts → Converted to % (whole numbers)
- 5. Final Review:
 - Removed empty/duplicate rows

Project Workflow

