

1- This project focuses on analyzing sales data from a retail store to identify key trends, patterns, and insights that can help improve business performance. The analysis includes examining sales by product category, region, and time period to understand customer behavior and revenue drivers. Using tools like Excel, SQL, and Power BI, the project aims to clean, visualize, and interpret the data to support data-driven decision-making and optimize store operations.

2- Youssef Samir: Cleaning by SQL, Antony Makarious: Data Modeling in Power BI, Kerolos Ahdy & Steven Bassem: Visualisation

3-Antony Makarious: Team Leader

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A- To analyze sales performance across different products, categories, and regions.

B- To identify top-selling products and low-performing items.

C- To explore seasonal or time-based sales trends.

D- To understand customer purchasing patterns and preferences.

E- To provide actionable insights and visualisations that support business decisions.

F- To improve overall sales strategy and operational efficiency based on data analysis.

5- Tools & Technologies: Mention the tools and technologies that will be used

A- SQL Data Cleaning

B- Data modelling by Power BI

C- Visualisation by Power BI

6- 5 Nov Cleaning By SQL should be done , 6 Nov data modelling and the start of the dashboard , 15 Nov will finish the Dashboard