

Sales Performance Analysis Report

1. Executive Summary

This report presents an analysis of the company's sales data with the objective of identifying sales trends, top-performing products, and regional revenue distribution. The insights are intended to support data-driven business decisions and revenue growth strategies.

2. Data Overview

The dataset contains transactional sales records including order date, product details, quantity sold, price, and sales region. Data cleaning was performed to ensure accuracy, consistency, and reliability of the analysis.

3. Key Findings

- Monthly sales show clear trends indicating periods of higher customer demand.
- A small group of products contributes a significant share of total revenue.
- Certain regions outperform others, indicating opportunities for regional optimization.

4. Business Insights

Sales growth is largely driven by top-performing products and high-value regions. Focusing inventory availability, targeted marketing campaigns, and pricing strategies on these key drivers can significantly improve overall revenue without increasing operational costs.

5. Recommendations

- Increase stock levels for top-selling products ahead of peak demand periods.
- Expand targeted marketing efforts in high-performing regions.
- Monitor monthly sales trends to proactively adjust pricing and promotions.

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Tools Used: Python, Pandas, Matplotlib