Store Sales Dataset Analysis

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Overview:

The primary goal of this project is to analyze the sales data of the store to uncover trends, patterns, and insights that can drive data-informed decisions. The analysis will focus on understanding sales performance, identifying top-selling products, and tracking seasonal trends.

Objectives:

Data Cleaning: Handling missing values and inconsistencies.

Performance Metrics: Calculating KPIs such as sales growth, average transaction value, and customer retention rates.

Statistical Analysis: Identifying correlations and patterns within the data.

Data Visualization: Using tools like Power BI or Excel to create dashboards and charts.

Scope:

The dataset contains historical sales data, including transaction details, product information, and customer demographics. The analysis will cover:

- Total sales and revenue generation.
- Product category performance and profitability.
- Customer purchasing behavior and segmentation.
- Trends across time periods.