**Sales Data Analysis Project Summary**

**Objective:**

Analyzed sales data to extract insights, identify trends, and drive business decisions using MySQL, Excel, and Power BI.

**Tools Used:**

MySQL for data storage, cleaning, and querying.

Excel for data cleaning, pivot tables, and basic visualization.

Power BI for advanced data visualization and dashboard creation.

**Project Steps:**

Data Collection & Cleaning:

Imported the sales dataset from Kaggle.

Cleaned missing values and formatted the data properly using Excel.

**Database Setup in MySQL:**

Created a structured database and imported the cleaned dataset.

Executed SQL queries to explore data, filter key metrics, and aggregate insights.

**Data Analysis in Excel:**

Created pivot tables for analyzing sales trends by category, region, and customers.

Generated visualizations such as bar charts and pie charts to interpret data.

**Data Visualization in Power BI:**

Connected Excel data to Power BI for advanced analysis.

**Built interactive dashboards featuring:**

Sales by Region (Map Visualization)

Top 10 Customers by Sales

Top 5 Products by Sales

Sales Performance by Ship Mode

Implemented slicers for better data filtering and dynamic analysis.

**Business Insights & Decision-Making:**

Identified sales trends, high-performing regions, and customer preferences.

Recommended strategies to boost sales based on top-performing products and regions.

**Project Documentation & Sharing:**

Organized project files into a structured folder.

Published findings and dashboards on LinkedIn to showcase skills to recruiters.

Shared the dataset and analysis steps on Kaggle for community engagement.

**Key Takeaways:**

Strengthened SQL query writing skills for data extraction and transformation.

Learned Excel techniques for data structuring and visualization.

Developed Power BI dashboards to present data-driven insights professionally.

Improved storytelling skills through visual representations of sales data.

**This project highlights data analysis skills and the ability to derive actionable insights from sales data. 🚀**