**Store Sale Project Description**

**Project Overview:**

The purpose of this project is to analyze store sales data and generate insightful, interactive visualizations using Microsoft Power BI.  
The goal is to help business stakeholders make data-driven decisions by understanding key sales trends, product performance, customer behavior, and regional performance.  
This project focuses on transforming raw transactional sales data into meaningful reports and dashboards that provide a comprehensive view of the business’s performance over time.

**Objective:**

* To clean, transform, and model raw sales data.
* To build interactive and visually appealing dashboards using Power BI.
* To identify trends in sales, product performance, customer preferences, and seasonal variations.
* To support decision-making through insights such as top-selling products, underperforming regions, and profitable customer segments.

**Scope:**

The analysis will cover the following aspects:

* Sales Trends Over Time: Monthly/quarterly/yearly sales performance.
* Product Performance: Best-selling and least-selling products/categories.
* Regional & Store-wise Sales: Comparison between different locations.

**Key Deliverables:**

1. Cleaned and Structured Dataset
2. Power BI Dashboard with Interactive Visuals
3. Insights Report Highlighting Key Business Findings
4. Recommendations Based on Analyzed Data

**Tools & Technologies Used:**

* Microsoft Power BI Desktop – For data modeling, visualization, and dashboard creation.
* Excel / SQL Server – For storing and importing raw sales data.
* Power Query Editor – For data cleaning and transformation.
* DAX (Data Analysis Expressions) – For creating calculated columns, measures, and custom calculations.