FATHIMA R

Project Name: Sales Analysis and Optimization Project

November,18 2023

OVERVIEW

The Sales Analysis and Optimization Project aims to scrutinize sales data to derive actionable insights for enhanced performance. It involves the comprehensive examination of sales trends and product performance to identify growth opportunities and streamline strategies.

GOALS

- Analyze sales trends: Scrutinize monthly sales data to uncover patterns and fluctuations, facilitating informed decision-making.
- Optimize product performance: Identify top-selling and underperforming products to refine inventory and marketing strategies.

SPECIFICATIONS

The project involves in-depth analysis leveraging sales data. It aims to employ various analytical tools to derive meaningful insights. This includes segmenting sales data by time (months) and products to facilitate a granular understanding.

MILESTONE

- Data Collection and Analysis: Gather sales data and conduct preliminary analysis to establish baseline trends.

- Performance Evaluation : Assess product performance and sales trends to identify areas for improvement.

This project endeavors to extract actionable insights from sales data, focusing on enhancing sales strategies and product performance through a data-driven approach.

DASHBOARD: