Store Sales Analysis

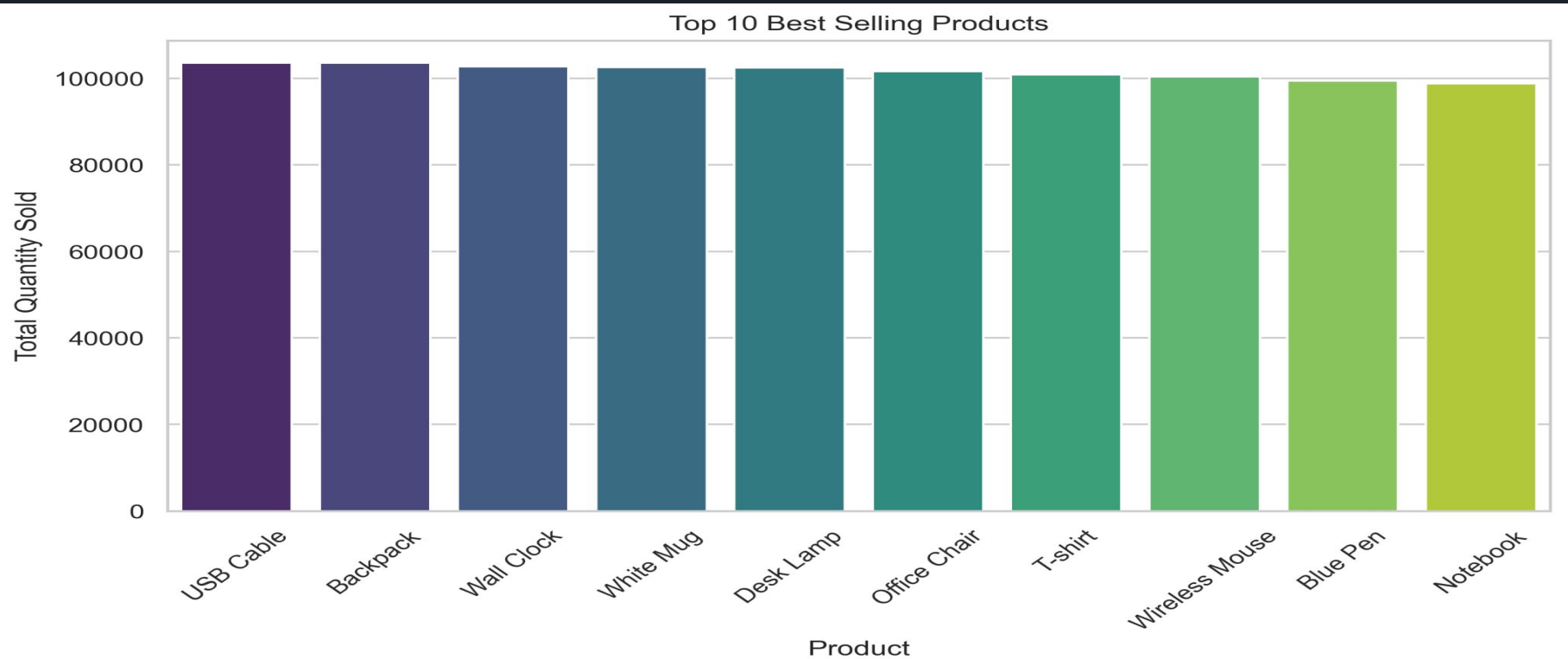Analyzing Key Sales Patterns
Harsh Peshwani
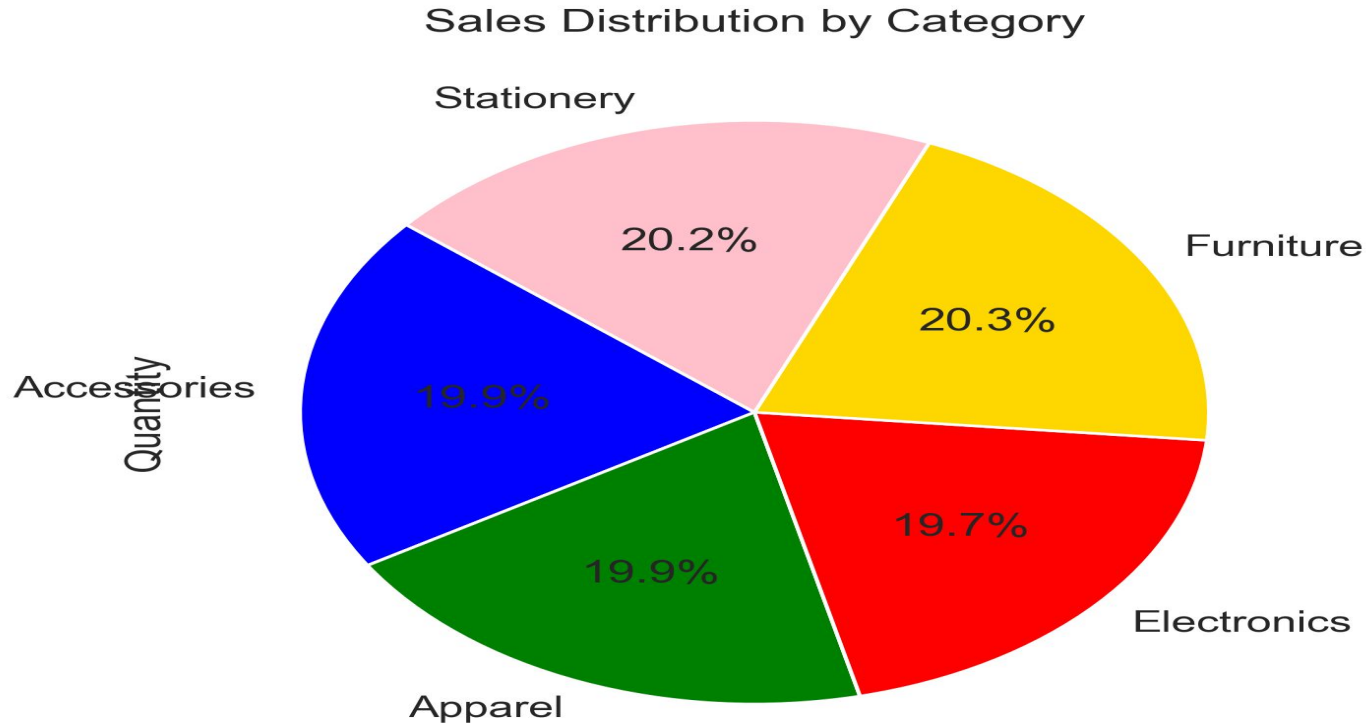
Sales and Store Insights

This presentation focuses on analyzing sales trends, customer preferences, and return rates. We'll identify key revenue-driving products and markets that can help us optimize our strategies.

This analysis and insights were derived using **SQL, Power BI, and Python**, leveraging data processing, visualization, and reporting techniques to extract meaningful trends
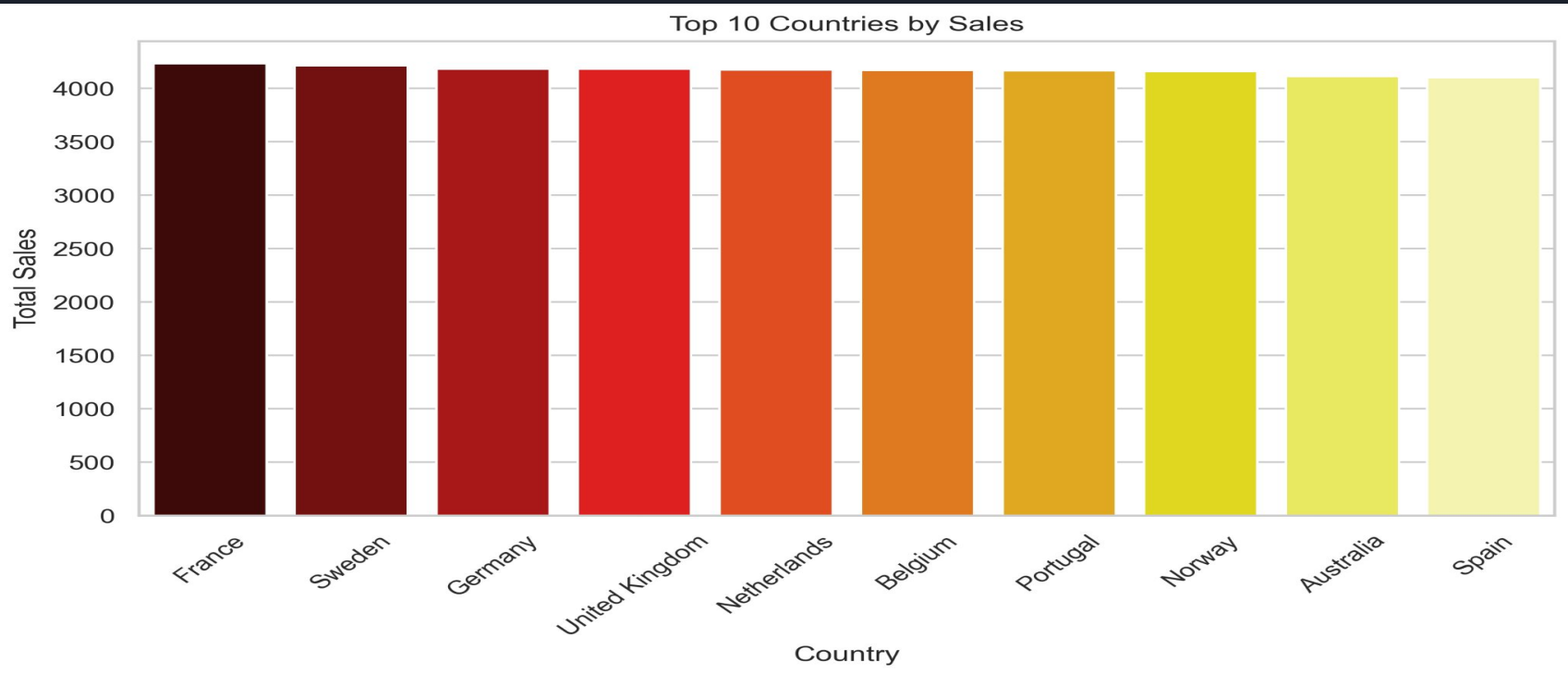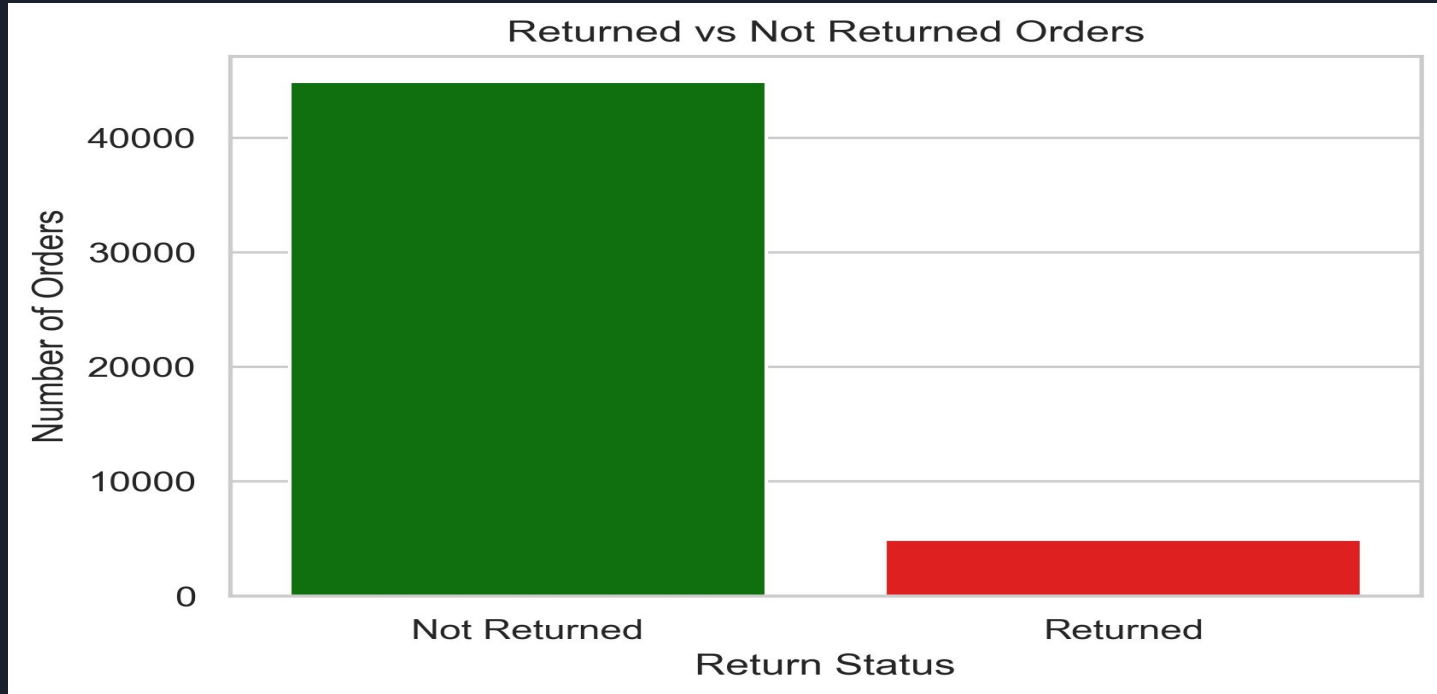
Top 10 Best Selling Products

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Sales Distribution by Category

Top 10 Countries by Sales

Return Analysis

Conclusion

Key Findings:

✅ Sales are well-distributed across multiple product categories.

✅ Returns are minimal, indicating high customer satisfaction, but can be further optimized.

✅ Certain products and countries drive the majority of sales, presenting growth opportunities.

Business Recommendations:

📌 **Boost marketing efforts** in high-selling categories to maximize revenue.

📌 **Analyze return reasons** to identify patterns and reduce return rates.

📌 **Expand in high-growth regions** based on sales trends and market potential.