**[Main assignment on data analysis introduction XYZ Business.docx](https://1drv.ms/w/c/15ecc82df589dd63/EVVQtz15dLZOlsG78OjewJ4B33Iqv3Lh5tMbJLYRrkzwcg?e=nGMduY)Main assignment on data analysis introduction XYZ Business**

In this case we will start by identifying “methodology” the current patterns ,optimize the sales processes and predict the outcomes. By doing this business can make informed decisions and optimize the operations. Therefore identifying patterns and trends. For example having customer data you can can identify the behavior, preferences and buy habits. This can be used to optimize strategy’s and target specific customers.

Another methodology to be used can be analyzing the historical sales data since it can help to future sales trends and can be easily be strategized accordingly. This can help the XYZ business optimize their sales process and allocate recourses effectively for better outcomes.

To effectively leverage data analytics in xyz needs to have a structure like collecting,storing,and analyzing data in Realtime as well as choosing the right tool to make sense of data.

Using a power BI as a data analytical tool can be easy since it has easy accessibly and creates a chance for interactivity. Power Bi can also really help in good outcome since it gives a chance to customize data and also allows easy virtualization at the end product .

In conclusion, power bi is a powerful for driving XYZ sales performance.by analyzing data, predicting outcomes, optimizing sales process.XYZ can also sales strategies boost revenue.

To effectively leverage data analytics, XYZ need to collective have a robust data infrastructure,with this land power bi tool the business performance can remain high for years.