Sales Insight Data Analysis

Introduction

I am thrilled to share my latest project in the field of data analysis, focusing on Sales Insight Data Analysis using Power BI and MySQL. This project not only provided me with valuable insights into the execution of data analysis projects in large organisations but also deepened my understanding of the corporate environment.

Problem Statement

The project began with a significant challenge faced by a computer hardware company: declining sales. The primary objectives were as follows:

1. **Defining Aims Grid:** The initial step involved setting clear objectives and strategies to address the sales issues. This helped in creating a roadmap for tackling the problem.

2. **Data Discovery:** Extensive data exploration was conducted to gain a better understanding of the sales data, uncovering potential insights, patterns, and areas for improvement.

3. **Data Cleaning:** Data quality is paramount in data analysis. I rigorously cleaned the data by removing duplicates, handling missing values, and ensuring data consistency.

4. **Data Merging:** To create a comprehensive dataset for analysis, data from various sources, including MySQL databases, were merged.

5. **Generating Data Dashboards in Power BI:** The project culminated in the creation of interactive and informative data dashboards using Power BI. These dashboards allow for tracking sales quantity, year-over-year trends, revenue numbers, revenue breakdown by regions, products, and more.

Acknowledgments

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- **Hemanand Vadivel**
- **Dhaval Pate**l

Their YouTube video playlist on the channel "**Code Basics**" provided me with the knowledge and skills needed to create impactful dashboards using real business datasets.

Your Feedback Matters

I invite all of you to explore my Power BI dashboard and provide feedback. Your insights and suggestions will be instrumental in enhancing the dashboard and accelerating my learning journey in the field of data analysis. Your input is highly appreciated!

Thank you for your support, and I look forward to your feedback and continued growth in the data analyst field.