## 🧭 Project Goals and Scope

### 🔹 Project objectives The goal of this project is to analyze the sales performance of Adventure Works using Excel and Tableau, in order to: - Identify sales trends by product, category, and reseller type. - Compare salesperson performance against their targets. - Analyze regional performance to understand leading or underperforming areas. - Support decision-making for improving sales and adjusting marketing strategies.

### 🔹 Project boundaries

- Data is sourced from CSV files only – no live database connections.  
- Focused on a specific time period (e.g., 2017).  
- End customers are excluded – analysis focuses on resellers and salespeople only.

## ❓ Business Questions – Key Analytical Questions

### 🔹 Sales and Products

Current year:

- What are the top-selling sub-categories (by revenue/quantity)?  
- Which product categories or subcategories are the most profitable?

Over the years:

-is there a specific trend in our sales ?where are we heading?  
- Is there a relationship between product price and color to the sales and orders amount?

### 🔹 Resellers

Current year:

- Which resellers generate the highest sales volume?

Over the years:

- What is the geographic distribution of resellers? Which regions have the highest growth potential?  
- Does the reseller business type affect sales volume?

### 🔹 Salespeople and Targets

Over the years:

-How did sales performance evolve throughout the months?

- Which salespeople missed their monthly sales targets the most ?

### 🔹 Key Performance Indicators (KPIs)

Current year vs previous year:

- Total Sales   
- Gross Profit (Sales - Cost)   
- Target Achievement Rate