

Objectives of the Project

1. ****Comprehensive Understanding of Sales Performance****:
 - To analyze and interpret sales data to gain insights into overall performance.
2. ****Identification of Key Metrics****:
 - To identify and track essential metrics that influence sales and customer behavior.
3. ****Derivation of Actionable Insights****:
 - To uncover patterns and trends that can inform business decisions and strategies.
4. ****Market Performance Analysis****:
 - To evaluate market trends and customer preferences to enhance product offerings.

Questions of the Project

1. ****What are the key metrics that define sales performance?****
 - Understanding which metrics are most indicative of success in sales.
2. ****How do customer behaviors influence sales trends?****
 - Analyzing customer purchasing patterns and their impact on sales.
3. ****What are the most profitable products and product lines?****
 - Identifying which products yield the highest profit margins.
4. ****How does inventory management affect sales performance?****
 - Evaluating the relationship between stock levels and sales outcomes.
5. ****What market trends can be observed from the sales data?****
 - Discovering broader market trends that can guide future business strategies.