

❖ **Project Report Write-Up**

➤ **Project Title: Sales Performance Analysis for a Retail Store**

1. Objective:

- To analyse and visualize retail sales data to identify performance trends, top-selling products, and opportunities for business growth.

2. Tools Used:

- Microsoft Excel (or Google Sheets)
- Basic spreadsheet formulas and charting tools

3. Key Tasks Performed:

- Data Cleaning: Ensured consistent formatting, calculated total revenue for each sale.
- Data Analysis:
 - Aggregated revenue by product, category, and date.
 - Identified top-performing products.
 - Highlighted peak sales days.
- Data Visualization:
 - Column chart: Sales by category
 - Line chart: Daily revenue trend
 - Pie chart: Top 5 products by revenue
- Dashboard Creation: Built an interactive dashboard summarizing KPIs and insights.

4. Insights Gained:

- Top Categories: Electronics and Clothing generate the most revenue.
- Best-Selling Products: Headphones and Jeans lead in revenue contribution.
- Sales Trend: Significant sales spikes on specific dates, suggesting demand fluctuation.

5. **Conclusion:**

- This project demonstrates strong skills in cleaning, analyzing, and visualizing data, as well as drawing business insights. It serves as a practical example of turning raw data into actionable strategies.