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Sales Performance Analysis

PROJECT SYNOPSIS

Real-Time Sales Performance Dashboard

BACHELOR OF COMPUTER APPLICATION (14 Pt. bold)
Cyber forensics, Cyber security & Data analytics with IBM

SUBMITTED BY

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9. **Proposed Topic: Sales Performance Analysis**

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1. **Introduction**

   The Sales Performance Analysis System is a business intelligence project aimed at helping organizations understand and optimize their sales strategies. This system leverages Microsoft Excel for initial data cleaning and formatting, MySQL for structured data storage and processing, and Power BI for advanced visual analytics. The dataset used in this project is sourced from Kaggle, ensuring real-world relevance. The project provides comprehensive insights into revenue trends, customer behaviour, and product performance.

2. **Literature Survey**

   Industry leaders use tools like Tableau, SAP Analytics, and Power BI to gain actionable insights from their sales data. Studies have shown that dashboards combining clean data and real-time visualizations improve decision-making accuracy. The current project adapts these principles using Excel, MySQL, and Power BI in an academic setting, incorporating practical datasets from Kaggle for realistic analysis.

3. **Methodology**
   - Download sales dataset from Kaggle.
   - Clean and structure data using Microsoft Excel.
   - Import cleaned data into MySQL database.
   - Write SQL queries to analyze key sales indicators (e.g., revenue, top products, customer segments).
   - Use Power BI to build dashboards showing trends, comparisons, and KPIs.
   - Evaluate dashboard usability and accuracy with test data.

4. **Facilities Required for Proposed Work**
   - Software Requirements:
     - Microsoft Excel (for preprocessing and formatting Kaggle data).
     - MySQL (for structured storage and data queries).
     - Power BI(for dashboard development and visualization).
   - Hardware Requirements:
     - A PC/Laptop with at least 8 GB RAM and modern CPU.
     - Stable Internet for accessing Kaggle and software tools.

5. **References**
   - Kaggle.com – for dataset sourcing.
   - Microsoft Excel, MySQL, Power BI official documentation.
   - Online BI tutorials (YouTube, Coursera).