Introduction

Project Overview: The Sales Analysis Project is designed to help businesses harness the power of data to make informed decisions. By analyzing sales data, we aim to extract actionable insights that will empower organizations to optimize inventory management and enhance marketing strategies. This project holds immense significance in today's competitive market, where data-driven decision-making is a key driver of success.

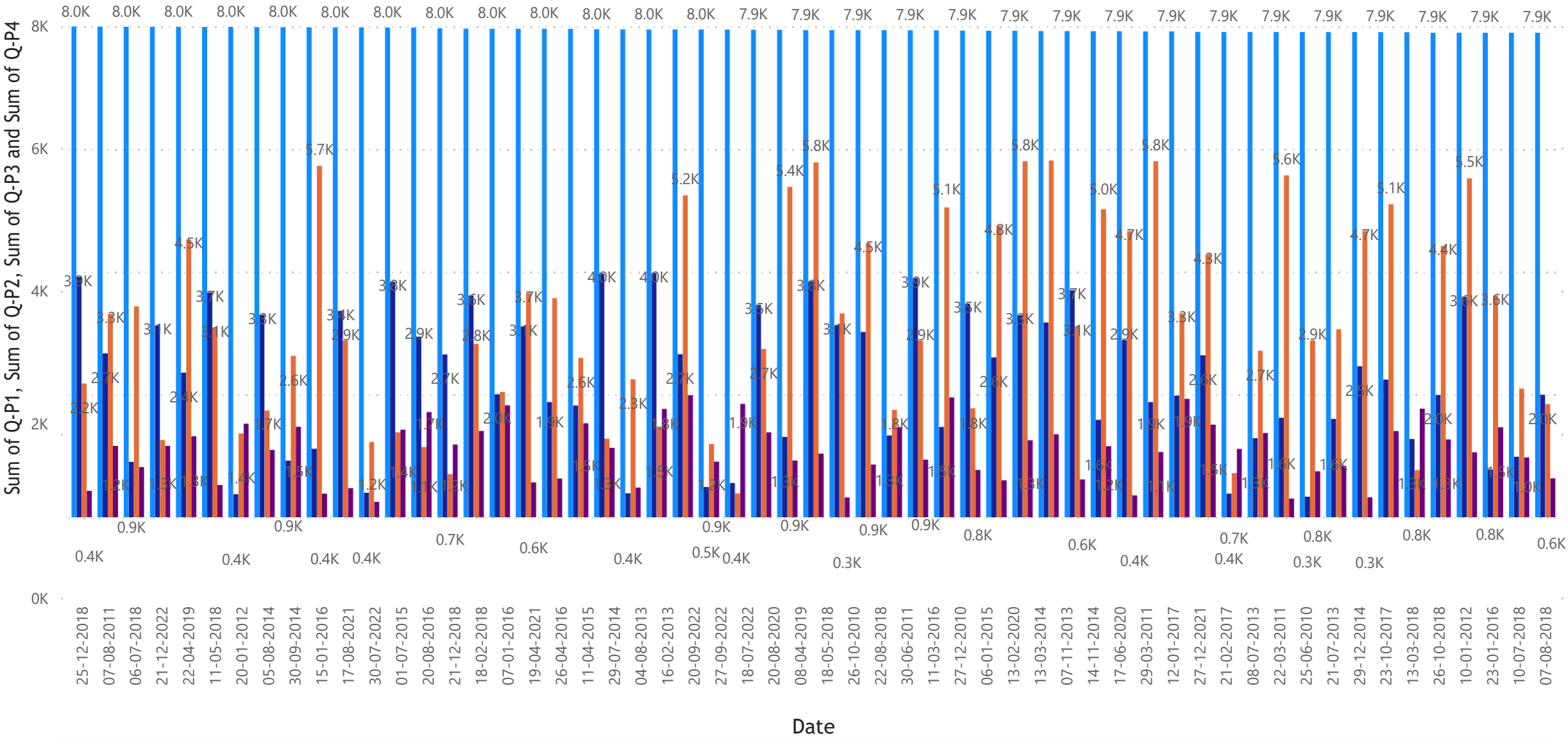## Problem Definition and Design Thinking

Understanding the Problem: The project's primary focus is on analyzing sales data to address specific objectives:

- ➤ Identifying Top-Selling Products
- ➤ Analysing Sales Trends
- ➤ Understanding Customer Preferences
- ➤ Optimizing Inventory Management
- ➤ Enhancing Marketing Strategies

Design Thinking Approach: Our approach is rooted in design thinking principles, ensuring that the solution is user-centric, data-driven, and valuable to stakeholders. We emphasize empathizing with end-users, defining clear objectives, ideating creative solutions, prototyping, testing, and continuous iteration.
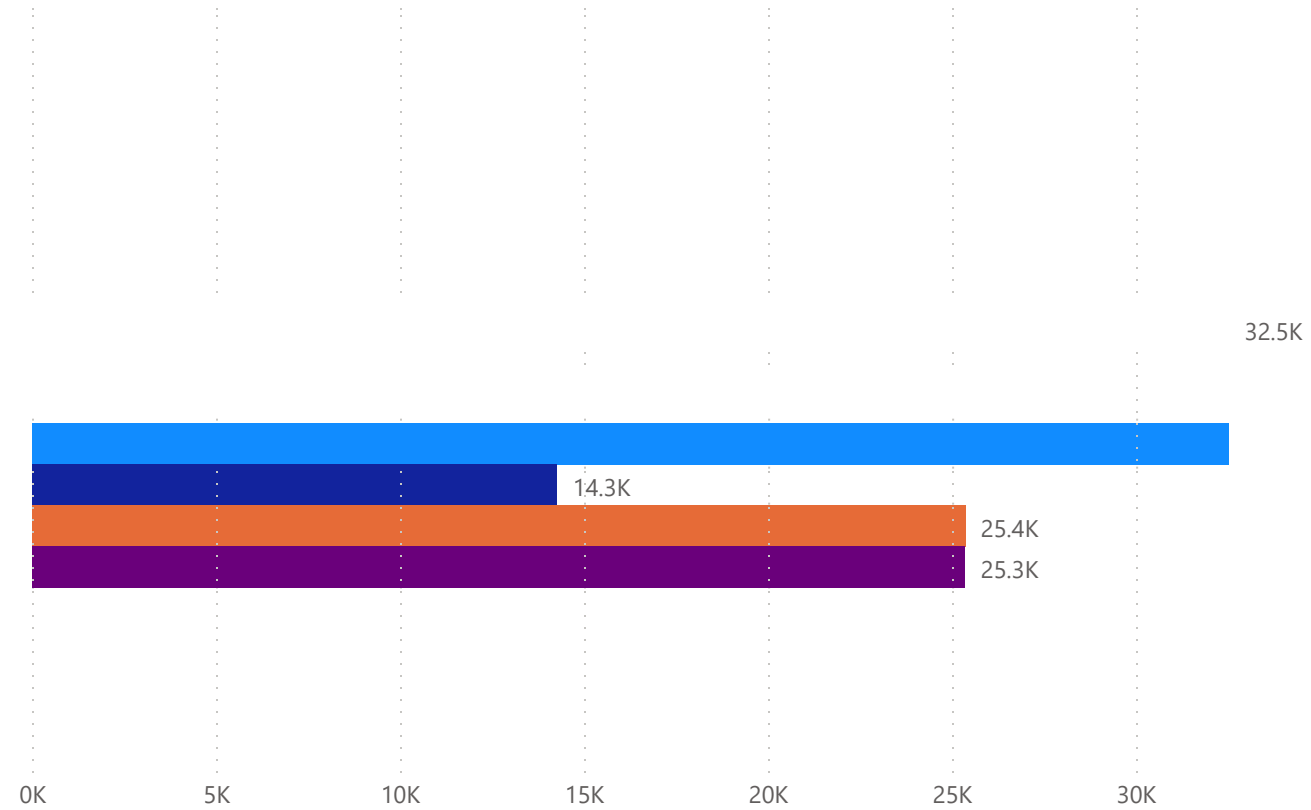
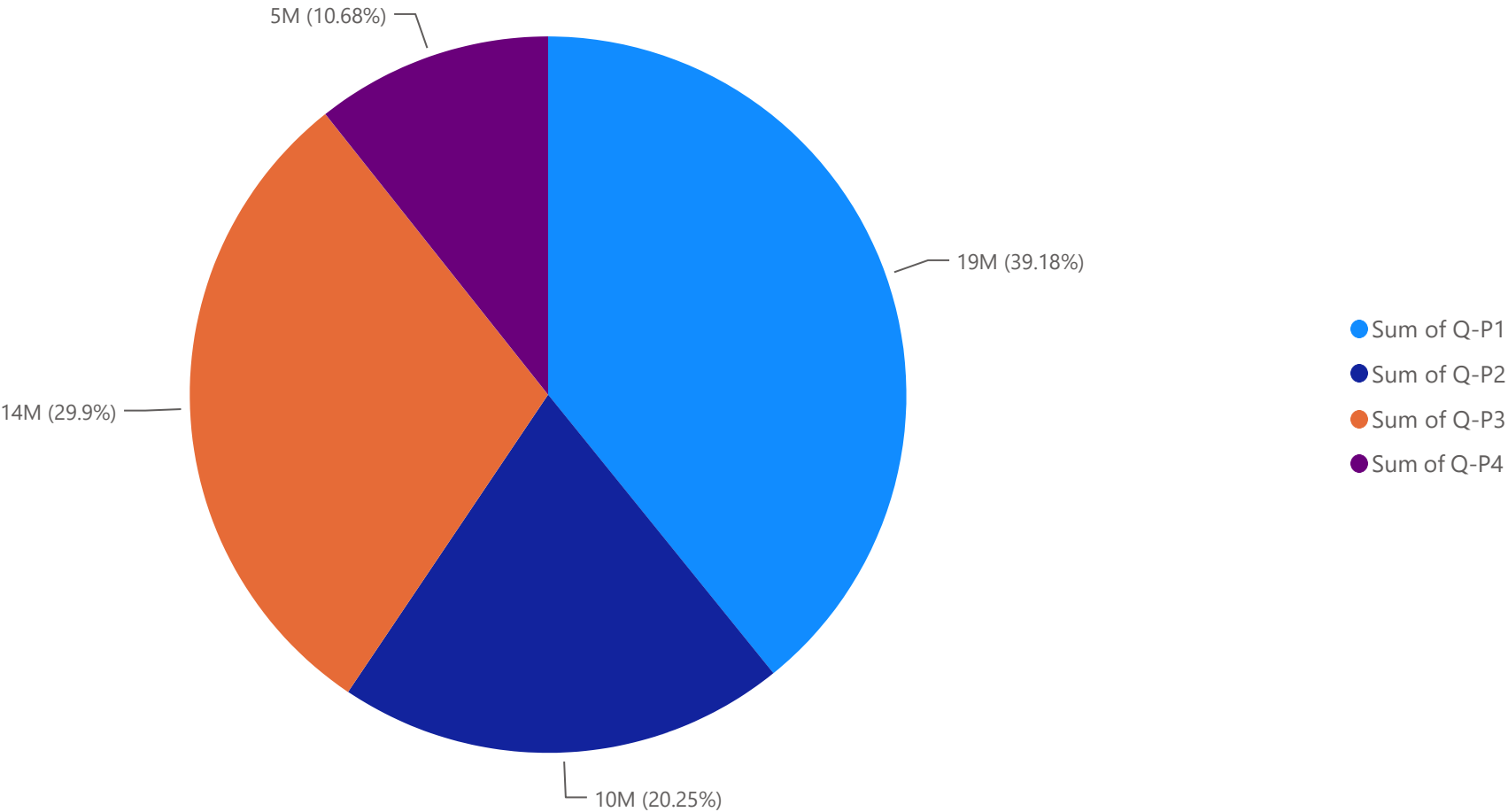Sum of Q-P1, Sum of Q-P2, Sum of Q-P3 and Sum of Q-P4 by Date

Max of S-P3, Max of S-P4, Max of S-P1 and Max of S-P2

● Max of S-P3 ● Max of S-P4 ● Max of S-P1 ● Max of S-P2

32.5K

14.3K

25.4K

25.3K

0K   5K   10K   15K   20K   25K   30K

Max of S-P3, Max of S-P4, Max of S-P1 and Max of S-P2

Sum of Q-P1, Sum of Q-P2, Sum of Q-P3 and Sum of Q-P4

5M (10.68%)

19M (39.18%)

14M (29.9%)

10M (20.25%)

- ● Sum of Q-P1
- ● Sum of Q-P2
- ● Sum of Q-P3
- ● Sum of Q-P4

Sum of S-P1, Sum of S-P2, Sum of S-P3 and Sum of S-P4

36.85M (15.51%)

60.1M (25.31%)

78.43M (33.02%)

62.13M (26.16%)

- Sum of S-P1
- Sum of S-P2
- Sum of S-P3
- Sum of S-P4