**Objective**  
This capstone project is designed to assess your ability to apply the concepts and tools covered during the Business Analytics Bootcamp. You will conduct an end-to-end analysis of a real-world retail dataset, generate insights through exploratory data analysis using Python, and build a Power BI dashboard to communicate your findings effectively.

**Dataset**  
You are required to use the following dataset available on Kaggle:  
<https://www.kaggle.com/datasets/mohammadtalib786/retail-sales-dataset>

Please download the dataset and review the structure and contents before beginning your analysis.

**Project Deliverables**

Your final project must include the following components:

**1. Exploratory Data Analysis in Python**

* Import and inspect the dataset
* Handle missing values, duplicates, and outliers
* Generate descriptive statistics and data visualizations
* Identify key trends, patterns, and correlations
* Focus areas may include sales trends, product category performance, regional insights, customer segmentation, etc.

**2. Power BI Dashboard**

* Import the cleaned dataset into Power BI
* Create an interactive dashboard that includes:
  + Key Performance Indicators (e.g., Total Sales, Total Profit, Quantity Sold)
  + Time-based sales trends
  + Product and category performance
  + Regional sales breakdown
  + Interactive filters/slicers (e.g., by product, region, time period)

**Submission Requirements**

To be eligible for a Course Completion Letter, you must fulfill **all** of the following submission steps:

1. **GitHub Repository**  
   Upload your complete project (Python scripts/notebooks, Power BI dashboard file, and a brief README) to GitHub.  
   Submit the public repository link.
2. **Cloud Storage Backup**  
   Upload all project files to a cloud storage service (Google Drive, OneDrive, or Dropbox).  
   Submit the shareable link with viewing access.
3. **LinkedIn Project Post**  
   Share a professional summary of your project on LinkedIn, including key insights and screenshots of your Power BI dashboard.  
   Mention CourseMea and use appropriate hashtags (e.g., #BusinessAnalytics, #PowerBI, #Python, #CourseMea).  
   Submit the post URL as part of your submission.

**Deadline**  
All submissions must be completed by **July 23, 2025**.  
**Late submissions will not be accepted under any circumstances. This policy is strictly enforced.**

**Completion Certificate**  
Participants who submit a complete and valid project meeting the above criteria will receive an official **Letter of Completion** from CourseMea.

**Contact**  
For any questions regarding the final project, please reach out to:  
**Email:** coursemea@gmail.com