**Portfolio Introduction**

**Introduction**

The project presented here focuses on the sales and profitability analysis of a shop that sells electronics. It includes a detailed examination of sales performance, profitability metrics, regional distribution of sales, and growth trends.

**Tools and Methodologies**

**1. Excel:**

* **Data Visualization:** Created comprehensive charts and graphs to visually represent key metrics such as sales performance, profitability, and growth trends.
* **Dashboards:** Developed interactive and user-friendly dashboards to present the analysis, making the data easy to understand and explore.

**2. SQL:**

* **Data Querying:** Utilized SQL to efficiently query the database and extract relevant data for analysis.
* **Data Cleaning:** Performed thorough data cleaning in SQL to ensure the datasets were accurate and consistent.
* **Data Aggregation:** Conducted complex data aggregations and calculations in SQL to summarize sales and profitability data, providing a clear overview of performance metrics.

**Project Overview**

In this portfolio, you will find:

1. **Total Sales and Profit Analysis**: An overview of the total sales and profit figures, highlighting the revenue generation capability and profitability margins.
2. **Profitability vs Sales Performance**: A detailed analysis of how different product categories contribute to overall sales and profit.
3. **Units Sold Analysis**: Insights into the volume of different electronic products sold, indicating market preferences and product popularity.
4. **Percentage Sales by Region**: A breakdown of sales distribution across various geographical regions, providing a strategic perspective on market focus.
5. **Sales Growth Trends**: An analysis of quarterly sales growth, identifying key periods of success and areas for improvement.

**Conclusion**

Through this project, involved to handling datasets, perform rigorous analysis, and present findings in a clear and visually appealing manner. The use of tools such as Excel and SQL enabled to create insightful and interactive visualizations.