**Customer Purchase Behaviour in Retail using Data Analytics -Project Documentation**

**Project Objective:**

  To learn data analysis and graphical display utilizing Excel, SQL, and Power BI in a retail and e-commerce dataset. To learn the skills like Data analytics and visualization using Excel, SQL queries, Power BI dashboards, DAX, and interactive reports.

**Methodology:**

* Clean and preprocess data
* Creating pivot tables
* Visualizing data through charts and graphs
* Writing and executing SQL queries to retrieve, manipulate, and aggregate data
* Using joins, subqueries, and aggregate functions to extract meaningful insights from relational databases
* Importing and integrating data from multiple sources into Power BI
* Creating interactive dashboards and reports for effective insights using various visualizations and customizations

**Findings:**

Obtaining various values, analysing the scenario to get the effective insights. Performing various calculations to get all the meaningful data.

**Dataset Description:**

The dataset represents a comprehensive collection of data typically found in a retail and e-commerce environment, including information about stores, staff, products, customers, orders, and inventory stocks. It is designed to facilitate various aspects of data analysis and visualization using tools like Excel, SQL, and Power BI.