**Project Topic: - Sales Insights**

**Abstract: -**

This project will give you feel of how data analysis projects are executed in big companies. This project is based on a computer hardware business which is facing challenges in dynamically changing market. Here, sales director decides to invest in data analysis and would like to build PowerBI/Tableau Dashboard that can give you real time sales insights.

Data can help businesses to better understand their customers, improve their advertising campaigns, personalize their content and improvise their bottom lines. Raw data has a lot of potential, but you need data analysis tools and libraries to unlock the power to grow your business. Data Analysis is important in business to understand the problems faced by an organization and to explore data in meaningful way. Data Analysis organizes, interprets structures and present the data into useful information that provides content for the data.

In our case, the Sales Director is facing problems in reading the raw data i.e., excel file or csv file of transactions. So, he decided to invest in Data Analysis which will provide him proper visualization of his sales data along with the hidden insights. Building PowerBI/Tableau dashboard, along with two models:

* First, model will predict the games that has become popular/flop in the past years.
* Second, model will be providing important features that will be helpful for greater sales of new games.

This will help him to take decisions to grow his sales, manage and structure the items in his store. Also, he will able to take better decisions.

**Outcome: -**

Better visualization of raw data with the help to tools like PowerBI and Tableau.

**Tools and Technology: -**

* SQL Workbench
* Database (sql data\csv file\raw data etc.)
* PowerBI
* Python
* Data Gathering
* Data Preprocessing
* Data Analysis and its libraries
* Data Visualization

**Team Members: -**

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