

# RETAIL STORE SALES ANALYSIS

-SUBMITTED BY UVESH SHAIKH

## DATA INFO

<b>Transaction ID</b>	Unique identifier for each transaction.
<b>Customer ID</b>	Unique identifier for each customer.
<b>Category</b>	The category of the purchased item.
<b>Item</b>	The name of the purchased item.
<b>Price Per Unit</b>	The static price of a single unit of the item.
<b>Quantity</b>	The quantity of the purchased item.
<b>Total Spent</b>	The total amount spent on the items.
<b>Payment Method</b>	The mode of payment used in transaction.
<b>Location</b>	The location where the transaction occurred.
<b>Transaction Date</b>	The date of the transaction.
<b>Discount</b>	Indicates if a discount was applied to the transaction.

## DATA CLEANING STEPS

1. Removed empty rows  
Rows that contains no useful information and fully blank were deleted to maintain dataset quality.
2. Cleaned and rename the column "Discount Applied"
  - Rename the column from Discount Applied to Discount.
  - Converted Boolean values "TRUE/ FALSE" to "Given discount" / "No Discount".
3. Handled missing values by filling with the required logic.
4. Retained all columns  
No columns were dropped as all were relevant to the analysis.
5. Converted file format  
Original .csv file was converted to .xlsx file.

# PIVOT TABLE

Total Sales by years		Total Sales by category and loction	
Year	Sum of Total Sales	Location	Sum of Total Sales
2022	510356.5	In-store	760663.5
2023	491078.5	Beverages	98019.5
2024	524838	Butchers	101777
2025	25548.5	Computers and electric accessories	87323.5
Grand Total	1551821.5	Electric household essentials	97778.5
		Food	95926
		Furniture	99611
		Milk Products	88813
		Patisserie	91415
		Online	791158
		Beverages	98978.5
		Butchers	106341
		Computers and electric accessories	103369
		Electric household essentials	106035
		Food	98886
		Furniture	95699
		Milk Products	91299
		Patisserie	90550.5
		Grand Total	1551821.5

Average Sales by different Payment Method		Total Sales by location	
Payment Method	Average Of total Sales	Location	Sum of Total Sales
Cash	131.0832521	In-store	760663.5
Credit Card	129.1309554	Online	791158
Digital Wallet	128.7183456	Grand Total	1551821.5
Grand Total	129.6642296		