RETAIL STORE SALES ANALYSIS

-SUBMITTED BY DIVYANSHI DOSER

DATA INFO

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

TOTAL SALES BY CATEGORY	
Category	**Total Sales**
Beverages	197047.5
Butchers	208118
Computers and electric accessories	190692.5
Electric household essentials	203813.5
Food	194812
Furniture	195310
Milk Products	180112
Patisserie	182165.5
Grand Total	**1552071**

TOTAL QUANTITY BY CATEGORY	
Category	**Total Quantity**
Beverages	8358
Butchers	8206
Computers and electric accessories	8272
Electric household essentials	8309
Food	8387
Furniture	8462
Milk Products	8339
Patisserie	7943
Grand Total	**66276**

TOTAL SALES BY PAYMENT METHOD AND CATEGORY	
Payment Method	**Total Sales**
⊟ **Cash**	**537710**
Beverages	70249.5
Butchers	72638
Computers and electric accessories	68063
Electric household essentials	68011
Food	69710
Furniture	67565
Milk Products	59882
Patisserie	61591.5
⊟ **Credit Card**	**507082**
Beverages	61310.5
Butchers	72832.5
Computers and electric accessories	63348
Electric household essentials	60514
Food	63540.5
Furniture	64779
Milk Products	60822
Patisserie	59935.5
⊟ **Digital Wallet**	**507279**
Beverages	65487.5
Butchers	62647.5
Computers and electric accessories	59281.5
Electric household essentials	75288.5
Food	61561.5
Furniture	62966
Milk Products	59408
Patisserie	60638.5

TOTAL SALES BY LOCATION	
Location	**Total Sales**
In-store	760670
Online	791401
Grand Total	**1552071**

TOTAL SALES BY YEAR	
Year	**Total Sales**
2022	510329.5
2023	491312
2024	524881
2025	25548.5
Grand Total	**1552071**