Project Unveiled! Delighted to showcase the results of my recent data analysis journey with MeriSkILL. The main mission was to dive deep into our sales data to uncover insights that drive strategic decisions.

**Title of the project : “**Sales Data Analysis”

**Tools required in this Project :** Python, PowerBi

Key Insights :

1. I uncovered a compelling insight: December emerged as the standout month with the highest sales and the most products ordered. During this holiday season, our sales peaked, demonstrating the significant impact of year-end festivities on our revenue. Customers were enthusiastic about our products, resulting in a remarkable surge in orders. This finding highlights the importance of tailoring our marketing and inventory strategies to capitalize on the holiday season's potential.
2. The top 5 selling products, accounting for a significant portion of our sales, are:

a) MacBook Pro Laptop

b) iPhone

c) ThinkPad Laptop

d) Google Phone

e) 27in 4k Gaming Monitor

Their collective allure has not only fueled revenue but also shaped the market presence. Embracing their success will be pivotal for our future growth.

1. In the analysis of sales trends by city, one city has consistently outshone the rest—San Francisco. It holds the prestigious position of being our top-performing city, driving substantial sales and showcasing remarkable market dominance. Understanding the dynamics that make San Francisco a standout city in our sales landscape will be instrumental in our strategic decision-making moving forward
2. I harnessed the power of a Treemap visualization to unveil a compelling perspective on our product performance.The clear front-runner in our product lineup is 'AAA Batteries,' with a staggering order quantity of 31,017 units. This powerhouse product not only commands the highest demand but also plays a significant role in our overall sales success.