

## # Sales Analysis Project - Manual

### - Project Objective

To contribute to informed business decision-making by leveraging data analysis techniques, with a special focus on time series analysis, to uncover valuable insights and deliver accurate sales forecasts that drive growth and performance.

### - Overview

This project analyzes sales data to generate insights on:

- Top 5 Profitable City
- Payment modes
- Profit trends
- Region-wise sales
- Distribution of sales by payment mode
- Total sales and profit for each product category
- Sales distribution across different customer segments

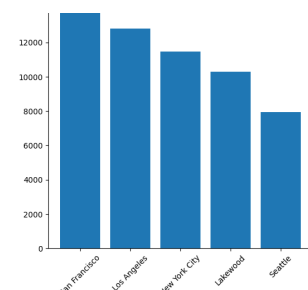
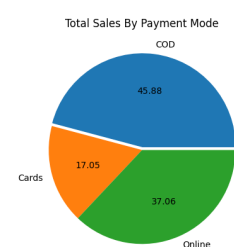
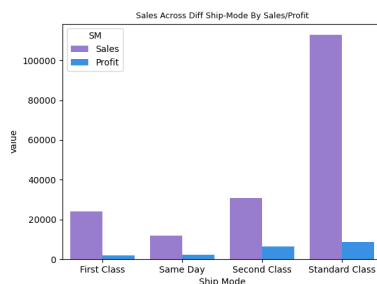
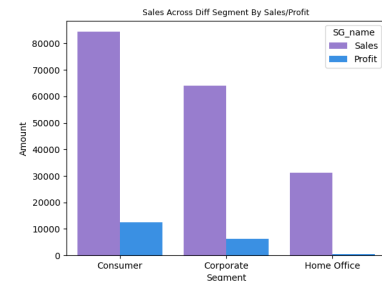
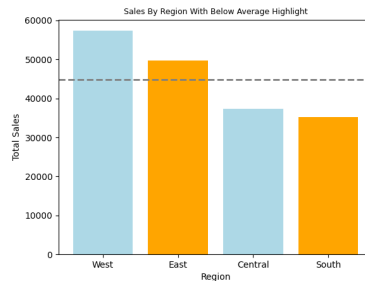
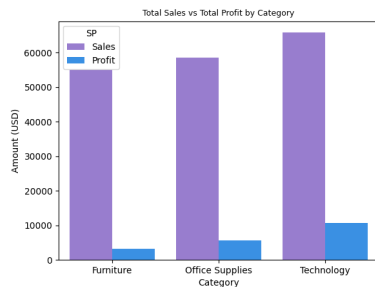
### - About The Dataset

This report summarizes a dataset of sales transactions from a SuperStore, encompassing 5901 rows of data with 23 columns. The dataset includes information such as Row ID, Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment, Country, City, State, Region, Product ID, Category, Sub-Category, Product Name, Sales, Quantity, Profit, Returns, and Payment Mode.

### - Insights

- Cash On Delivery is the most used payment mode.
- West Region generates the highest Sales
- Technology category demonstrates the highest profitability
- The Consumer segment recorded the highest total sales at 853,002

### - Visualizations



#### - Tools Used

- Python
- Pandas
- Matplotlib
- Seaborn

#### - Connect with Me

- [LinkedIn] (<https://www.linkedin.com/in/rohit-rohit-88bb48268/>)
- [GitHub] (<https://github.com/RoHiT123-one>)