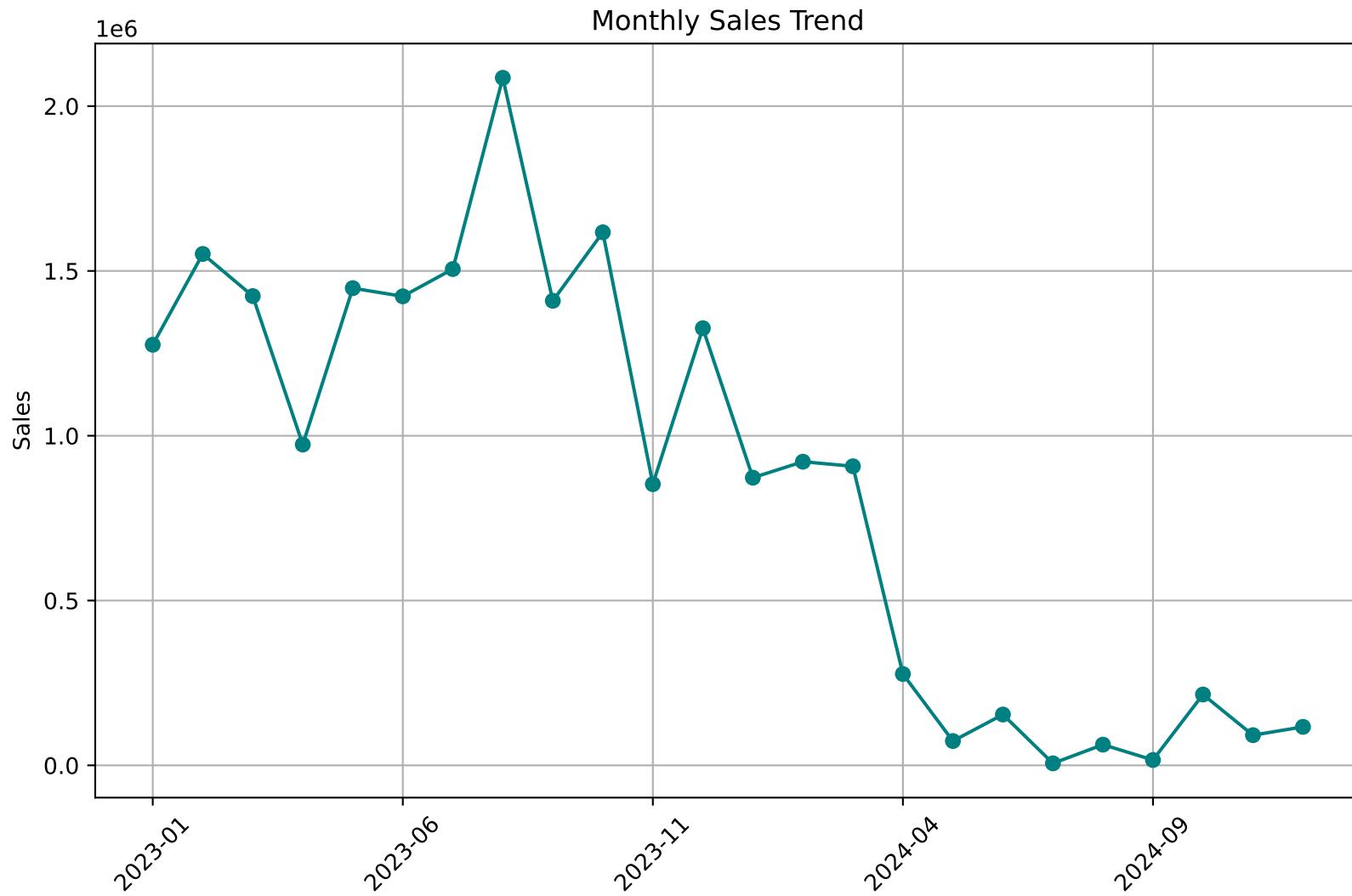


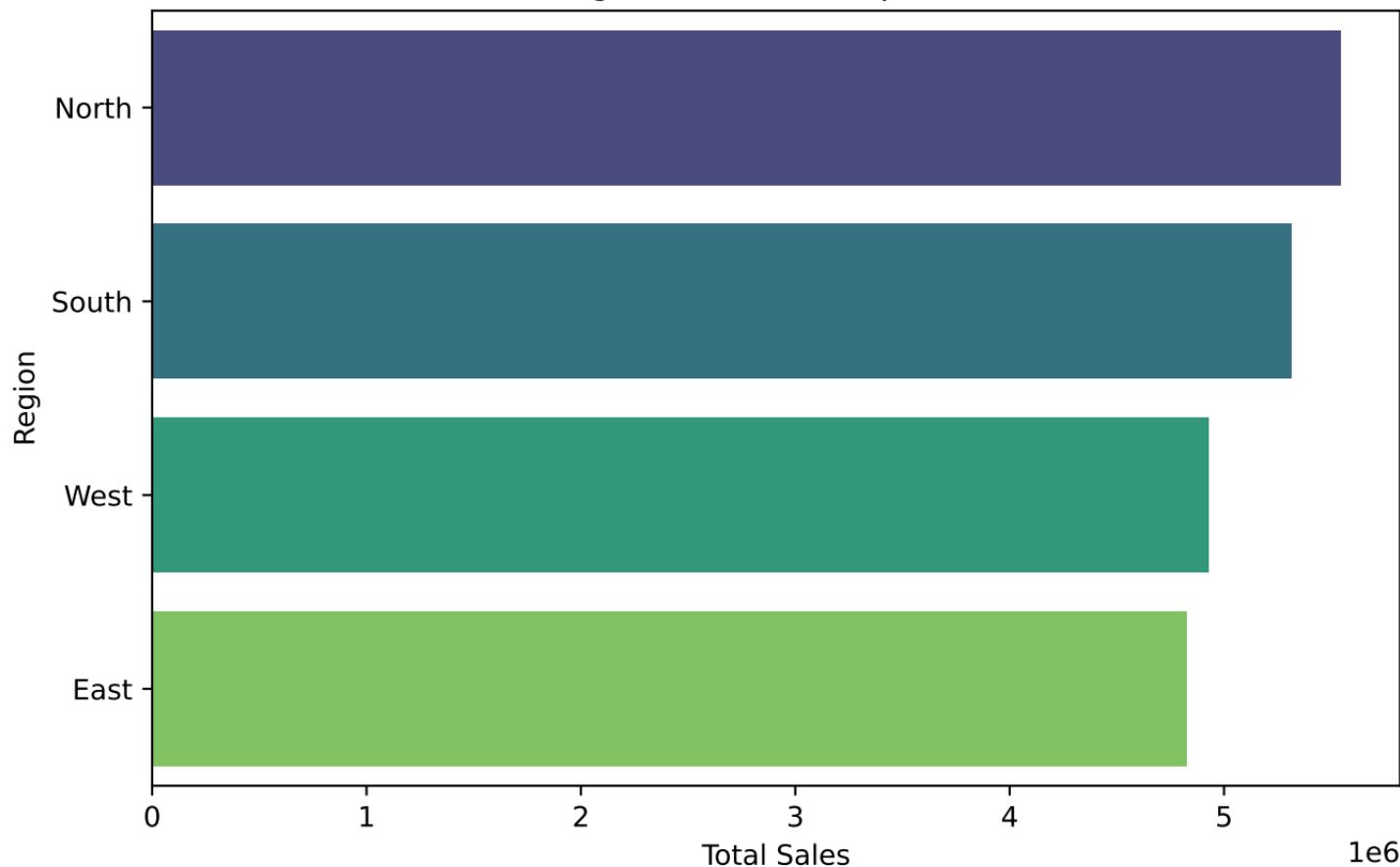
Sales Analysis Report

Using Excel, SQL, Python & Power BI

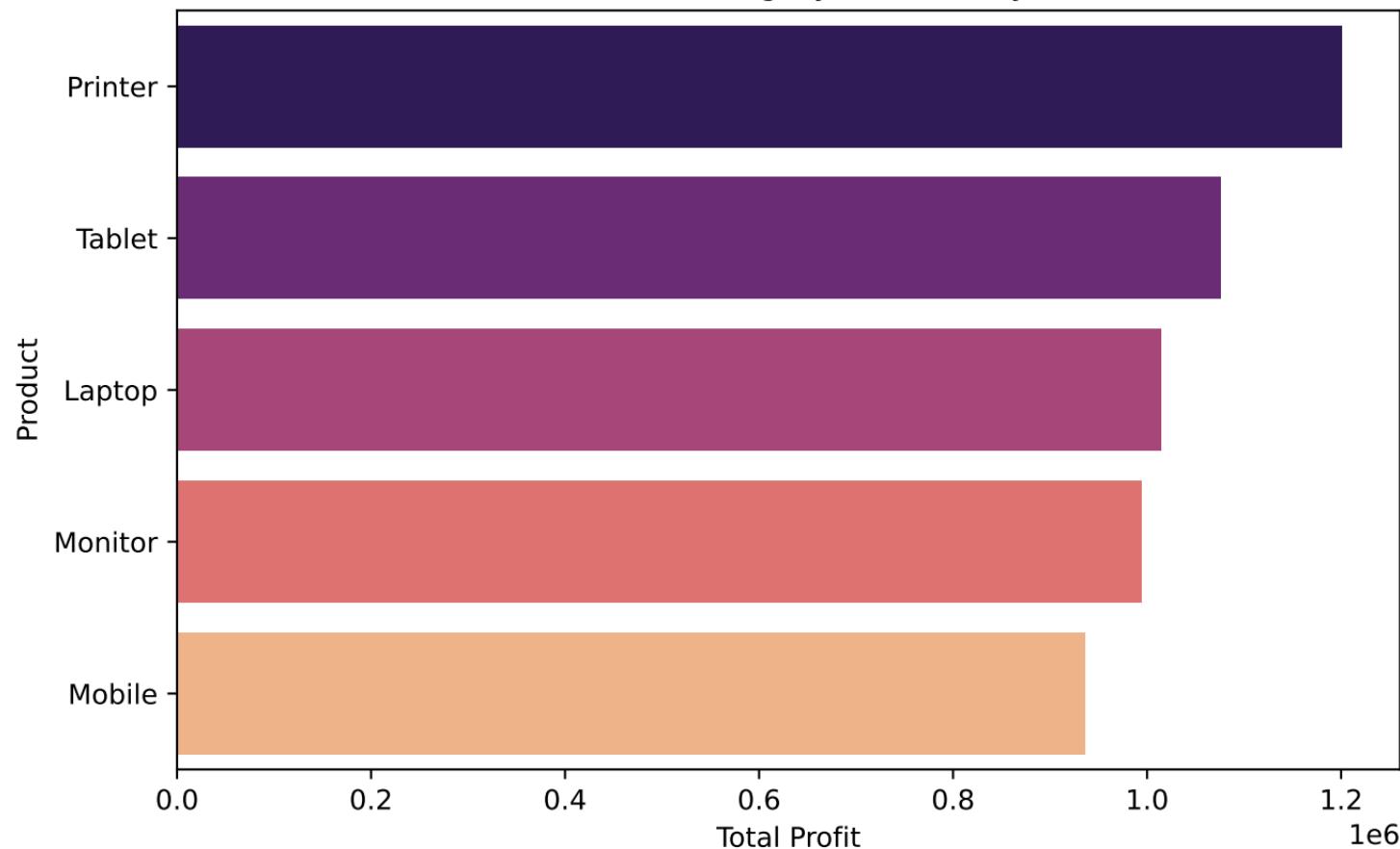
Dataset: Sales Transactions
Date Range: 2023-01-02 to 2024-12-02



Regional Sales Comparison



Product Category Profitability



Key Metrics

Total Sales: ₹20,607,279

Total Profit: ₹5,220,724

Profit Percentage: 33.93%

Business Insights

- The region with the highest total sales is: North
- The most profitable product category is: Printer
- Monthly sales show seasonal trends with peaks in certain months.
- Profitability varies significantly across products and regions.

Recommendations:

- Focus marketing efforts in high-performing regions like North.
- Promote high-margin products such as Printer.
- Investigate low-performing months for potential sales campaigns.
- Optimize cost structure to improve overall profit margins.