**REPORT ON MY EXCEL CAPSTONE**

The process began with downloading the dataset and creating a copy to work on. I then transformed the data in **Power Query**, ensuring it was clean and structured for analysis. After loading the refined dataset into **Excel**, I computed key metrics, including:

* Total sales by category
* Total and average sales by country
* Total and average sales by product
* Product count
* Total monthly sales
* Total sales by country in percentages
* Average sales per country

**Sales Performance Report**

My analysis provides key insights into sales trends across categories, products, and regions.

1. **Category-wise Sales Performance**
   * The total sales by category reveal the top-performing product categories, highlighting areas contributing the most revenue.
   * This helps in identifying high-demand categories and potential growth opportunities.
2. **Sales Distribution Across Countries**
   * The total and average sales by country show market performance variations.
   * By presenting the sales percentage by country, we see which regions contribute most to overall sales, aiding in market expansion strategies.
3. **Product Performance**
   * Total sales per product and product count highlight bestsellers and underperforming items.
   * This insight guides inventory management and targeted promotions.
4. **Monthly Sales Trends**
   * The total monthly sales analysis uncovers seasonal trends and demand fluctuations.
   * This supports better forecasting and sales planning.
5. **Average Sales per Country**
   * Understanding the average sales per country helps in setting realistic revenue expectations per market.
   * This metric assists in tailoring marketing efforts based on purchasing power and demand.

**Key Notes**

* The data-driven insights allow better decision-making in category prioritization, regional targeting, and product inventory management.
* The visualization of percentage-based sales distribution helps identify strong and weak markets.
* Seasonal and country-based trends can optimize future marketing and sales strategies.

This analysis equips stakeholders with actionable intelligence to drive sales growth and strategic expansion. 📊🚀