**Vrinda Store Sales Analysis**

This project analyzes sales data for Vrinda Store using Microsoft Excel. It includes data cleaning, visualization, and dashboard creation to understand the store's sales performance, customer behavior, and product trends.

**🔹 Main Highlights:**

1. **Total Revenue Calculation:**
   * Identified total revenue generated by the store.
   * Helps understand the overall income performance.
2. **Monthly Sales Performance:**
   * Tracked how sales varied month by month.
   * Shows peak months and low-performing periods.
3. **Top Products by Revenue:**
   * Highlighted products contributing the most to revenue.
   * Helps in focusing on high-performing items.
4. **Top 5 Product Sales Performance:**
   * Compared monthly sales of the top 5 products.
   * Useful for planning inventory and marketing.
5. **Customer Spending Analysis:**
   * Analyzed which customers spent the most on average.
   * Can support loyalty programs or targeted offers.
6. **Revenue Comparison Between Occasions:**
   * Compared revenue during special occasions (like Diwali, New Year, etc.).
   * Useful for planning seasonal campaigns.

**✅ Conclusion:**

This Excel dashboard gives a clear view of Vrinda Store’s sales trends, top products, and customer behavior. The project makes use of charts, slicers, and pivot tables to support easy decision-making for store growth.