

Brief About the Project

- **Topic** - Sales Data Analysis of Uttam mart Indore
- **About The Data And How The Data got Collected**
 1. *The Data is collected from a local market mart of Indore and the name of the shop is Uttam mega mart, which sells all type of grocery and house hold appliances*
 2. *Uttam mega mart have 5 franchise all over Indore and in this project the sales data analysis of all the 5 franchises had been done*
 3. *The data had been collected over a year so that proper analysis on sales and conclusion on profit and loss can be made accurately*
- **Aim & References for The Data Analysis**
 1. In this project what we have done is we have taken the data from all the 5 franchises of the mart and had compared the sales via following parameters
 1. Store Wise Sales Analysis of the Data
 2. Monthly Sales Analysis of the Data
 3. Effect of Holidays on Sales
 4. Weekly Sales Analysis of the Data
 2. The Data have been Collected from 5 stores across Indore over a year, below the no of store with their names and locations were given
 - Store 1 :- Uttam Mega Mart Rani Sati Gate
 - Store 2 :- Uttam Mega Mart South Tukoganj
 - Store 3 :- Uttam Mega Mart Jain Shwetamber Mandir
 - Store 4 :- Uttam Mega Mart Dewas naka
 - Store 5 :- Uttam Mega Mart New Palasia
- **Recommendation**
 1. Store wise sales analysis
From the analysis via Charts and table we can conclude that the store 4 makes the maximum profit and store 5 makes the least profit
so to increase the profit the owner can discontinue the store no 5 and instead of that use the resources for other 4 stores to increase the sales
 2. Sales analysis on holiday
From the analysis we know that the month which have less holidays will generate greater profit as the working day profit percentage is 91% approx.
 3. There are 20 holidays in total, out of which 5 holidays are in the month of February, September, November and December which means month of January, March, April, May, June, July, August, and October Will Generate more revenue as compared to February, September, November and December