

# Project Summary

This project analyzes a retail sales dataset to identify trends, top-performing products, and profitability patterns. The data was cleaned and processed using Python (Pandas), and interactive business insights were developed using Power BI.

The objective was to transform raw sales data into meaningful business intelligence that supports data-driven decision-making.

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## Key Insights

1. Sales show consistent growth over time, with higher performance during year-end months.
  2. The West region generates the highest total sales among all regions.
  3. A small group of products contributes significantly to overall revenue.
  4. Higher discount levels negatively impact profitability.
  5. Some categories generate high sales but relatively lower profit margins.
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## Tools Used

- Python (Pandas, Matplotlib)
- Power BI
- DAX for advanced calculations