

# Sales Performance Analysis

## End-to-End Data Analytics Project using Excel, SQL, Python & Power BI

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### ❖ Overview

This project focuses on analyzing sales data to understand business performance, identify trends, and generate actionable insights. The goal is to help decision-makers improve revenue, profitability, and strategic planning using data-driven analysis.

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### ❖ Problem Statement

The business wants answers to:

- Which products and categories generate the highest revenue?
  - Which regions are performing well or underperforming?
  - How do sales and profits change over time?
  - Which products have high sales but low profit margins?
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### ❖ Tools & Technologies

- **Excel** – Data cleaning and preprocessing
  - **SQL** – Data querying and KPI calculations
  - **Power BI** – Interactive dashboards and visualization
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### ❖ Dataset Information

- **Records:** 50,000+ sales transaction

#### Key Columns:

- Order Date
  - Product
  - Category
  - Region
  - Sales
  - Profit
  - Quantity
  - Customer ID
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### ❖ Project Workflow

1. Cleaned and prepared raw data using Excel
  2. Performed data extraction and aggregation using SQL
  3. Built interactive dashboards in Power BI
  4. Generated insights and business recommendations
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### ❖ Key Analysis

- Total Sales & Total Profit
  - Monthly and Yearly Sales Trends
  - Top 10 Products by Revenue
  - Category-wise and Region-wise Performance
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❖ **Dashboard Preview**

➤ Power BI dashboard screenshots are available in the **images/** folder.