Sales Data Analysis Using Excel and Power BI

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Introduction

This project involves analyzing sales data using Microsoft Excel. The analysis focuses on regional performance, product trends, and salesperson productivity. Power BI visuals are optionally used for enhanced presentation.

Objectives

- Analyze regional and product-wise sales

- Identify sales trends over time

- Evaluate individual salesperson performance

- Visualize data using Excel and Power BI

Dataset Overview (Sample)

Date	Region	Product	Sales_Amount	Units_Sold	Salesperson	Month
2024-01-01	East	Product C	4627	25	David	2024-01
2024-01-02	West	Product B	6450	35	Alice	2024-01
2024-01-03	North	Product B	2663	25	David	2024-01
2024-01-04	East	Product B	6592	29	Bob	2024-01
2024-01-05	East	Product B	8392	18	Charlie	2024-01

Visualizations from Excel

Chart included on next page.

Insights & Observations

- East and West regions had the highest sales

- Product B was the top-performing item

- Monthly sales remained steady with a slight increase in later months

- Alice and Charlie performed consistently well as salespeople

Conclusion

Excel and Power BI proved to be powerful tools for understanding sales trends. This analysis helps businesses make informed decisions on product stocking, regional strategies, and sales team performance.

Tools Used

- Microsoft Excel (Pivot Tables, Charts, Filters)

- Power BI (optional visuals)

- Python (for data generation)