

# End-to-End Sales Analysis Report Using Global Superstore Dataset

## Objective:

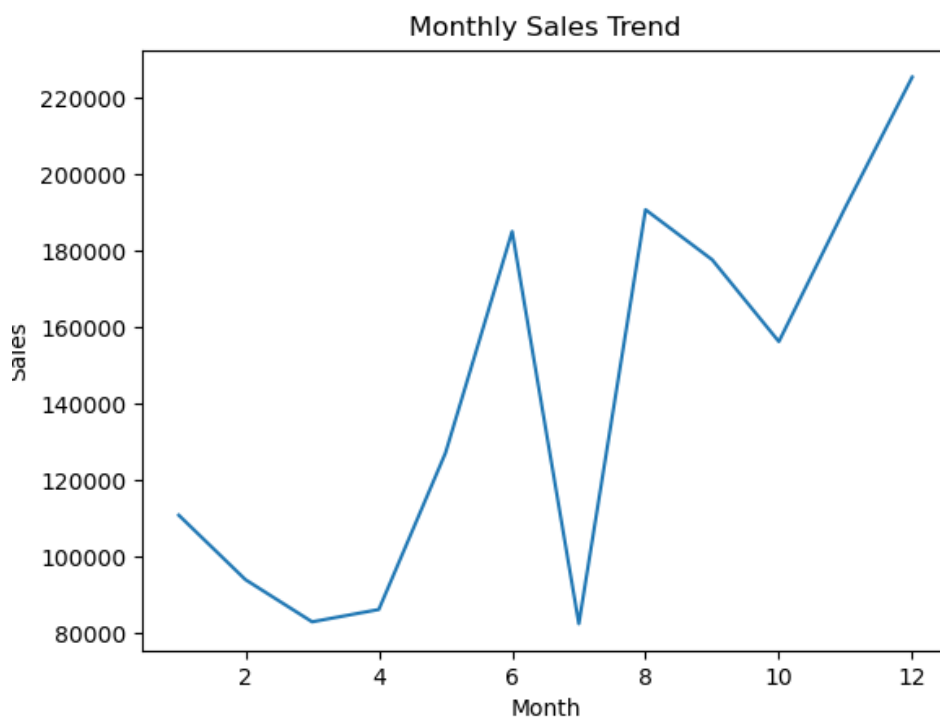
The objective of this project is to analyze retail sales data to identify trends, top-performing products, and regional performance, and provide insights to support business decisions.

## Key Performance Indicators (KPIs):

Total Revenue: 1710971.47

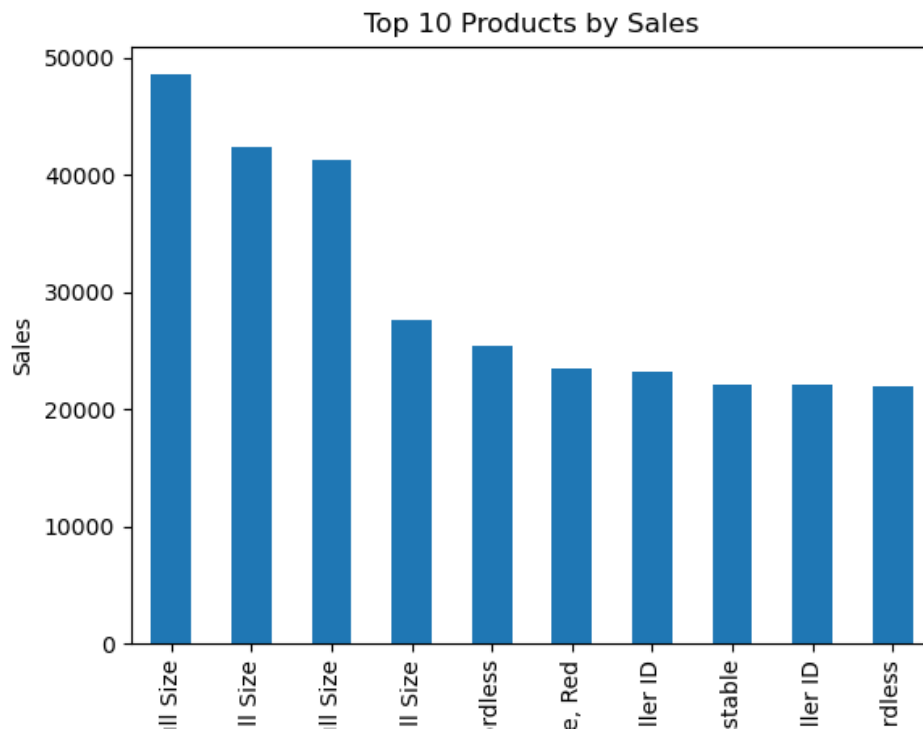
Average Order Value: 1710.97147

Top Region by Sales: Western Europe



## Monthly Sales Trend:

The chart shows how sales change across months, indicating seasonal patterns.



### Top 10 Products by Sales:

This chart highlights the products that contribute the most to total revenue.

### Key Insights:

1. Sales show seasonal variation across different months.
2. A small number of products generate a large share of revenue.
3. The top-performing region contributes significantly to overall sales.

### Business Recommendations:

- Increase inventory during high-demand months.
- Focus marketing efforts on top-selling products.
- Strengthen presence in high-performing regions.