**Sales Data Analysis Project Report**

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**Course: B.Tech CSE**

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**1. Project Title:**

Sales Data Analysis using Python & Power BI

**2. Objective:**

The objective of this project is to analyze sales data, calculate key metrics like Total Revenue, Profit, and visualize the sales insights using Python and Power BI.

**3. Tools & Technologies Used:**

* Python (Pandas, Matplotlib)
* Power BI
* Jupyter Notebook
* GitHub

**4. Data Used:**

* Sales Data (sales.xlsx)
* Product Data (products.xlsx)

**5. Steps Performed:**

**Step 1: Data Collection**

Collected raw sales and product data in Excel files.

**Step 2: Data Cleaning & Analysis**

Used Python & Pandas to clean, merge, and calculate:

* Total Revenue
* Profit per Sale
* Product-wise Analysis
* Customer Analysis

**Step 3: Data Visualization**

Visualized important KPIs using:

* Bar Charts
* Line Graphs
* Pie Charts (Product Category-wise Profit)

**Step 4: Dashboard in Power BI**

Created an interactive dashboard showing:

* Sales Trend
* Product Performance
* Profit Analysis
* Customer Insights

**6. Output Screenshots:**

(Add screenshots from your Python output, Power BI dashboard)

**7. Conclusion:**

The project successfully analyzed the sales data and provided valuable insights into product performance, revenue generation, and profit analysis using data visualization techniques.

**8. GitHub Repository Link:**

https://github.com/Yashh2385/Sales-Data-Analysis-Project