

Sales Performance Analysis Using Excel

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Tools: Microsoft Excel (Pivot Tables, Charts)

Project Overview

This project analyzes sales data to evaluate regional and product-wise performance. The analysis focuses on identifying key revenue drivers using Excel.

Analysis Performed

- Region-wise total sales analysis
- Product-wise revenue comparison
- Average sales value per product

Key Insights

- North region shows the highest sales contribution
- Laptops are the top revenue-generating product
- Sales trends highlight the importance of high-value items

Outcome

Developed a structured sales analysis workflow using Excel, demonstrating practical data analytics and business insight generation.