# Sales Data Analysis Project Report

## 1. Introduction

This project analyzes sales data to uncover trends across products, regions, and salespersons. The goal is to generate insights and make strategic suggestions for improving performance.

## 2. Data Preparation

• Loaded the dataset from Excel.

• Checked and removed duplicate entries.

• Verified that all necessary columns were filled.

• Added a new column: Total Sales = Quantity × Price.

## 3. Analysis

• Created Pivot Tables:

- Total Sales by Region

- Total Sales by Product Category

- Total Sales by Salesperson

• Created Charts:

- Bar Chart: Sales by Region

- Pie Chart: Sales by Category

• Identified top product and salesperson.

• Reviewed outliers in Quantity and Price.

## 4. Key Findings

• North region generated the highest total sales.

• Electronics was the best-performing category.

• Rohan Singh was the top-performing salesperson.

• Laptop had the highest single sale value.

## 5. Suggestions

• Target marketing in low-performing regions (e.g., South).

• Promote high-sale products like Laptop.

• Share strategies of top salespersons with others.

• Consider bundle offers or discounts to improve sales.

## 6. Conclusion

The project gave valuable insights into the sales performance of the company. With data-driven strategies, the team can work to improve weak areas and scale the successful ones.