

## **Sales Performance Analysis**

A retail store collected weekly sales data for its top products. You are asked to analyze the data to uncover trends, relationships, and performance metrics.

DataSet : Use Kaggle dataset

### **1. Data Cleaning**

- a. Are there any missing values?
- b. Are the data types appropriate for each column?
- c. What data cleaning steps would you apply?

### **2. Descriptive Statistics**

- a. Find the **total revenue** for each product.
- b. Compute **average weekly units sold** for Product A and Product B.
- c. Identify which week had the **highest sales overall**.

### **3. Data Visualization**

Create the following (Excel, Python, Tableau, etc.):

- a. Line chart of weekly units sold for each product.
- b. Bar chart showing total revenue per product.
- c. Scatter plot: Marketing Spend vs Units Sold.

### **4. Data Analysis**

- a. Does higher marketing spend correlate with more units sold?
- b. Which product shows greater growth over the four weeks?
- c. What insights can you derive about sales performance?

### **Submission Format**

Upload it on github profile and share the link in whatsapp group

Deadline : Monday 9am