

## Business Sales Performance Analytics – Task 1

### Objective:

Analyze business sales data to identify revenue trends, top-selling products, categories, and regions.

### Tools Used:

Excel, Power BI, Tableau, Python

### Key Insights:

Sales show consistent growth, top products generate most revenue, Electronics and Fashion lead sales,

North and West regions perform better.

### Conclusion:

Provides data-driven insights to improve business profitability.