



BUSINESS ANALYSIS

2022-2024

PROJECT BY



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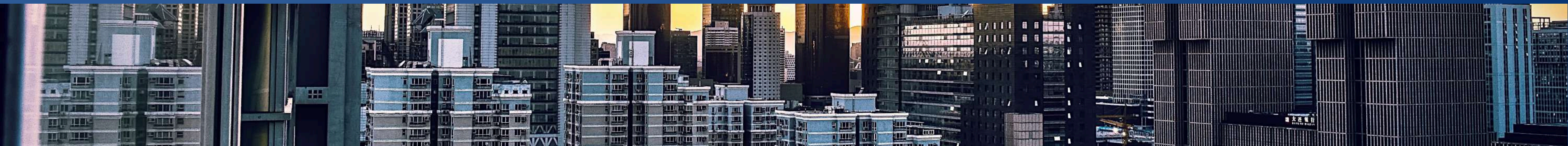
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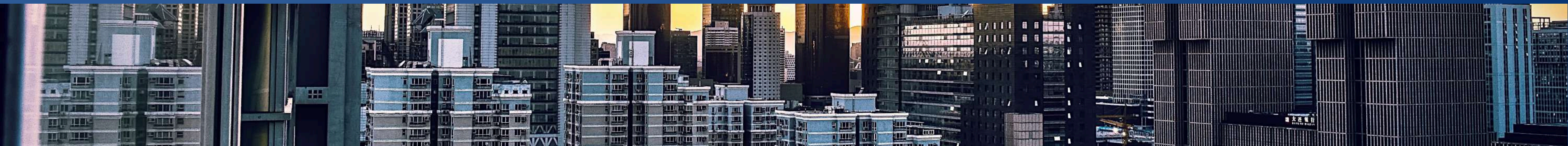
INTRODUCTION

Business Data Analysis is the process of examining data to extract insights and meaningful patterns that inform business decisions. It involves collecting, cleaning, and analyzing data to identify trends, opportunities, and challenges, ultimately driving business growth and improvement.



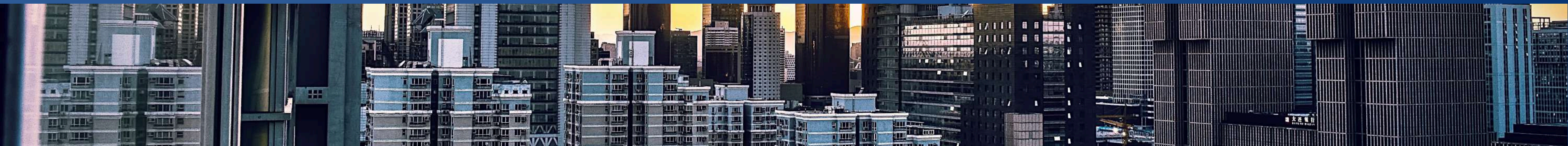
DATA COLLECTING

- It was the first and most important step to start our project, and it helped us prepare for the next steps like analysis and creating Pivot Charts.
- This data was added to Microsoft Excel so we could study and understand it better.



DATA CLEANING

- * Removed duplicates
- * Handled missing values
- * Formatted date and currency fields
- * Created calculated columns



DATA PROCESSING

Data Collecting

Data Visualization



Data Cleaning

Business Analysis



Using LookuUp



Using Statistical Formula



DATA ANALYSIS

Year & Month Wise Sales, Expenses & Profit Reports



Region

East

North

South

West



Region

East

North

South

West



Region

East

North

South

West

Sales Reports



Region

East

North

South

West



Region

East

North

South

West



Region

East

North

South

West

Expences Reports



Region

East

North

South

West



Region

East

North

South

West



Region

East

North

South

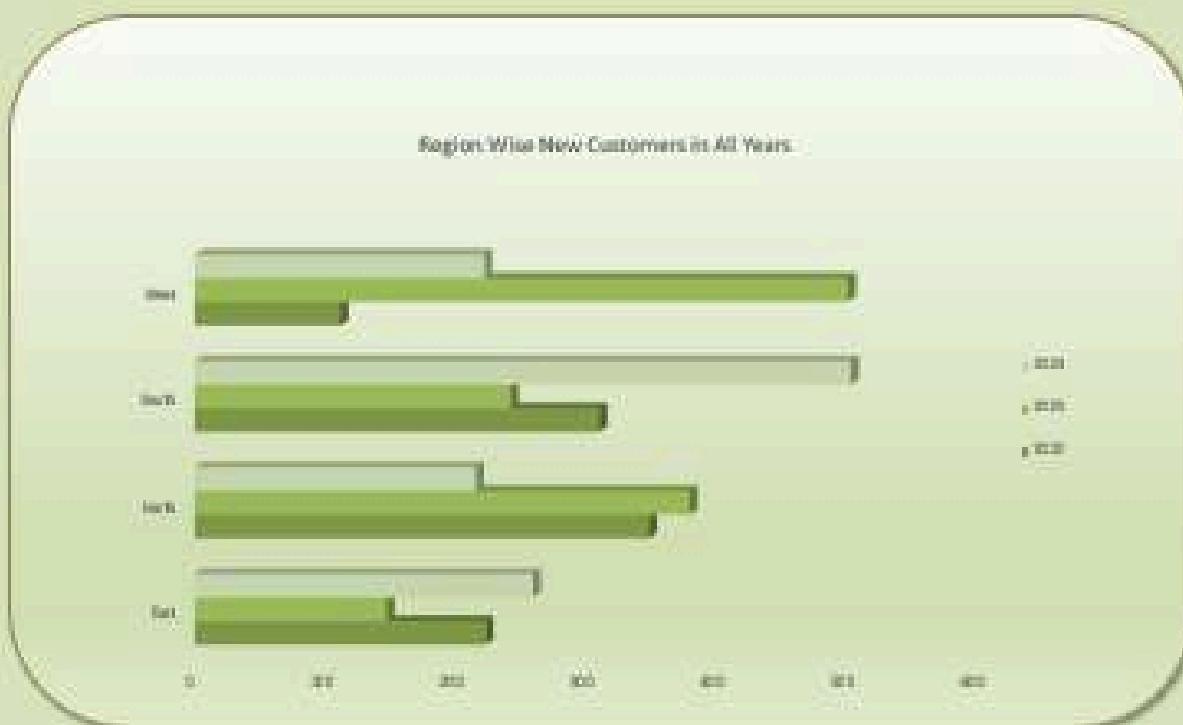
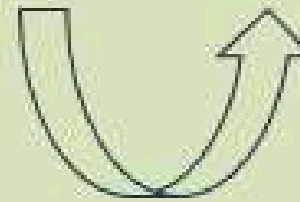
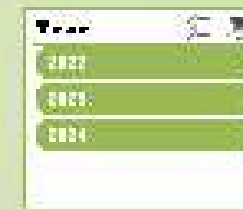
West

Profit Reports

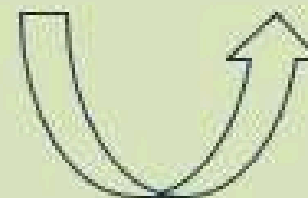
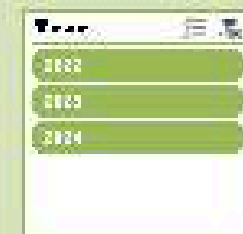
DATA ANALYSIS



Month Wise New Customers in All Years



Region Wise New Customers in All Years



VISION

Empowering informed decision-making through data-driven insights, driving business growth, and optimizing performance."

MISSION

- 01 Delivering high-quality data analysis and insights
- 02 Simplifying complex data



THANK YOU

Team Aspiria