***Project Report***

**\* Sales & Profit Trend Report**

"The line chart depicts a steady upward trend in both sales (illustrated by the blue line) and profit (depicted by the green line) over the years. The rise in sales signifies growing revenue, while the increasing profit trend indicates enhanced profitability. Although year-to-year variations reflect market dynamics and operational factors, the overall pattern points to solid business growth."

**\* Most Profitable Regions and Markets**

The analysis highlights the regions and markets with the highest contributions to both sales and profit. A stacked bar chart was used to compare sales and profit across different regions and markets. The blue bars represent sales, and the green bars represent profit, allowing easy visualization of the most profitable regions and markets. The chart clearly identifies the top-performing regions and markets, offering Insights into key areas driving both sales and profit growth.

**\* Report: Most Profitable Cities and States**

The analysis identifies the top cities and states contributing the most to profit. The horizontal bar chart showcases the most profitable city-state pairs, with higher profit values clearly visible. Cities with the highest profits stand out, providing a quick comparison of profitability. The green bars represent total profit, offering insights into key areas of business performance

**\* Report: Most Popular Products by Quantity Sold**

The analysis highlights the top products based on the quantity sold. A pchart was used to display the proportion of each product's sales, with each product represented by a different colour. The blue segment represents the most popular product, while the green and other colours represent the subsequent top products.

This chart effectively showcases the share of each product in the total quantity sold, providing a clear view of the most popular products in the dataset. The visual representation allows easy comparison of product popularity in terms of volume.

**\* Report: Sales and Profit Distribution Across Different Markets**

The analysis of sales and profit distribution across different markets was visualized using a stacked bar chart. The chart displays Sales in blue and Profit in green for each market. By stacking these values, it becomes easy to compare the total contribution of sales and profit within each market.

The chart highlights which markets are the most profitable and which generate the highest sales. Markets with larger bars indicate higher overall sales and profit, while smaller bars suggest lower contributions in these areas. This visualization allows for a clear, comparative understanding of market performance terms of both sales and profitability.