Sales Data Analysis – Summary Report

Objective:

The objective of this project was to analyze retail sales data to identify monthly sales trends, top-performing products, and best-performing regions.

Tools Used:

• Python (Pandas, Matplotlib)

• Google Colab

• Microsoft Excel

Key Insights:

• Sales showed clear month-to-month variation indicating seasonal demand.

• Certain product sub-categories generated the highest revenue.

• One or two regions contributed the majority of total sales.

Business Recommendations:

• Focus inventory and marketing efforts on top-performing products.

• Strengthen operations in high-performing regions.

• Use monthly trend analysis for sales forecasting.

Conclusion:

This analysis demonstrates how raw sales data can be cleaned, analyzed, and transformed into actionable business insights.