Project Title:

Sales Analysis Report – [Nova Store]

Prepared by:

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Q Objective:

This report provides an analysis of sales data to uncover trends, identify key performance metrics, and support data-driven decisions.

■ Dataset Description:

- Columns Included:
 - o Date
 - Product
 - o Unit Price
 - Quantity
 - o Total Price
 - Region
 - Customer Name
 - Order ID
 - Product Category

Key Findings:

- **s** Total Revenue: \$[654,881]
- Best-Selling Product: [Phones]
- **Solution** Top Region by Revenue: [Alexandria]

• Lowest Performing Product/Region: [Microwave/Dakahlia]

Additional Metrics:

• Average Order Value: \$[869]

Total Orders: [864]

Peak Month for Sales: [May]

Data Cleaning Summary:

- · Converted data types where needed.
- Corrected Products and customers names
- Handled missing or inconsistent values.

- Top Selling Products Column Chart
- Most Selling Regions Column Chart
- Monthly Revenue Chart Column Chart
- Average Price Per Order Column Chart
- Most Purchasing Months Column Chart

Conclusion & Recommendations:

- Focus more on [Top Region/Product].
- Offer promotions during [May and August].
- Improve sales strategy in [Dakahlia and Giza].

• Consider further analysis on customer behavior.

Attachments:

• My_First_Real_Project.xlsx