**DataSpark: Illuminating Insights for Global Electronics**

**Project Goal**- To conduct a comprehensive EDA to provide meaningful insights to Global Electronics.to provide actionable recommendations that can enhance customer satisfaction, optimize operations, and drive overall business growth.

**Tools Used-** Python,MYSQL,PowerBI

**Approach**

1)Cleaning and Preprocessing the data- This step is done using Python Pandas. The null values and outliers are removed from the data.

2)Exploratory Data Analysis- To conduct a univariate and Bivariate analysis among the variables. This was also used to statistically describe the data by using measures of central tendency and measures of dispersion.

3)MYSQL- After inserting the data into Mysql, ten queries were performed to get insights from the data.

4)PowerBi- To create interactive dashboards from the dataset given using various charts and calculating the measures using DAX.

**Skills Learned**- This project helped to get about more functions in Pandas library to clean and preprocess the data. By constructing ten sql queries made me get a hold in writing sql queries. The component of creating dashboards in Powerbi has me learn a new data visualization tool . Overall I have learnt the process and importance of the process of data analysis from cleaning to presenting to the final client.