FUTURE_DS_01

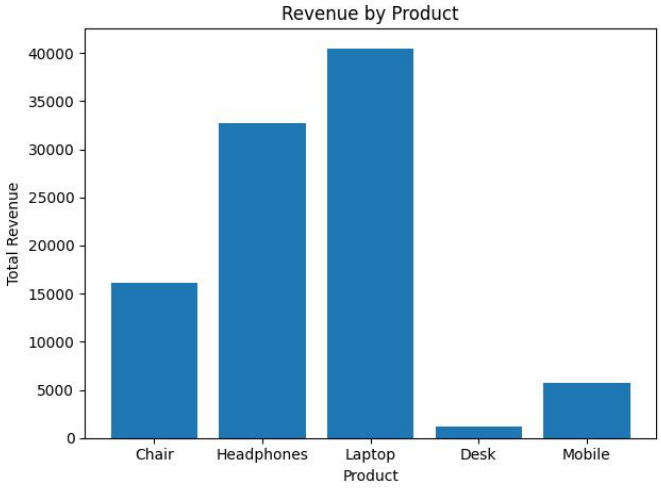
Business Sales Performance Analysis – Task 1

Internship Program
Future Interns – Data Science & Analytics (FUTURE_DS)

Description
This task is part of the Data Science & Analytics internship program by Future Interns. The objective of this project is to analyze business sales data to understand revenue performance, identify top-selling products and categories, analyze regional trends, and generate actionable insights to support data-driven business decisions.

Task Objectives
The primary objectives of this task are to analyze overall sales performance, identify key revenue contributors, evaluate product and regional performance, and uncover trends that can help improve business strategy and decision-making.

Dataset Overview
The dataset contains historical business sales data including product details, sales quantities, revenue, categories, regions, and time-based information. This data provides a comprehensive view of sales performance across different segments of the business.



Tools Used
Microsoft Excel was used for data analysis, including data cleaning, pivot tables, charts, and summary reports. Excel enabled efficient exploration of sales patterns and performance metrics.

Data Cleaning and Preparation
Data cleaning involved checking for missing values, removing duplicate records, correcting data inconsistencies, and formatting columns for accurate analysis. Proper data preparation ensured reliability and accuracy of insights derived from the dataset.

Exploratory Data Analysis (EDA)
Exploratory analysis was performed to understand the distribution of sales, revenue,

and product performance. Pivot tables and charts were used to visualize trends, compare categories, and identify outliers or unusual patterns in the data.

Key Metrics and KPIs
Key performance indicators analyzed in this task include total revenue, total sales quantity, average sales per product, category-wise revenue contribution, and regional performance metrics. These KPIs helped measure overall business effectiveness.

Sales Trends Analysis
Sales trends were analyzed over time to identify monthly and seasonal patterns. The analysis highlighted periods of high and low sales performance, enabling better forecasting and planning.

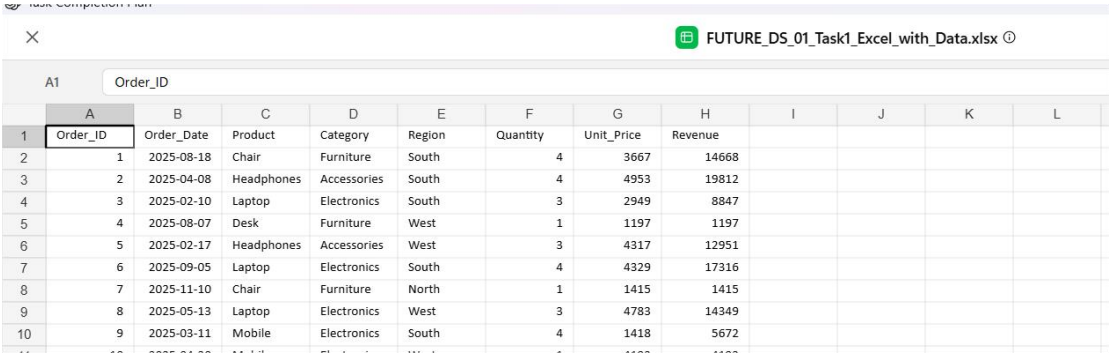
Product Performance Analysis
Product-level analysis identified top-selling products and high-value categories. This helped understand customer preferences and determine which products contribute most to overall revenue.

Regional Performance Analysis
Regional analysis compared sales performance across different locations. It identified high-performing regions as well as regions with growth potential, providing insights for targeted marketing and sales strategies.

Key Insights
The analysis revealed that a small number of products and categories generate a significant portion of revenue. Certain regions consistently outperform others, and clear seasonal sales trends were observed. These insights highlight opportunities for optimization and growth.

Business Recommendations
Based on the analysis, it is recommended to focus on high-performing products and regions, improve marketing efforts in underperforming areas, and plan inventory based on seasonal demand trends. Data-driven strategies can help maximize revenue and efficiency.

Conclusion
This project demonstrates practical data analysis skills using Excel, including data preparation, analysis, visualization, and insight generation. The findings support informed decision-making and reflect real-world business analytics experience gained through the FUTURE_DS internship.



FUTURE_DS_01_Task1_Excel_with_Data.xlsx

A1 Order_ID

	A	B	C	D	E	F	G	H	I	J	K	L
1	Order_ID	Order_Date	Product	Category	Region	Quantity	Unit_Price	Revenue				
2	1	2025-08-18	Chair	Furniture	South	4	3667	14668				
3	2	2025-04-08	Headphones	Accessories	South	4	4953	19812				
4	3	2025-02-10	Laptop	Electronics	South	3	2949	8847				
5	4	2025-08-07	Desk	Furniture	West	1	1197	1197				
6	5	2025-02-17	Headphones	Accessories	West	3	4317	12951				
7	6	2025-09-05	Laptop	Electronics	South	4	4329	17316				
8	7	2025-11-10	Chair	Furniture	North	1	1415	1415				
9	8	2025-05-13	Laptop	Electronics	West	3	4783	14349				
10	9	2025-03-11	Mobile	Electronics	South	4	1418	5672				