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## Retail Sales Performance Analysis:-

- Identify missing values and duplicates in the Sales dataset. What cleaning steps are required?

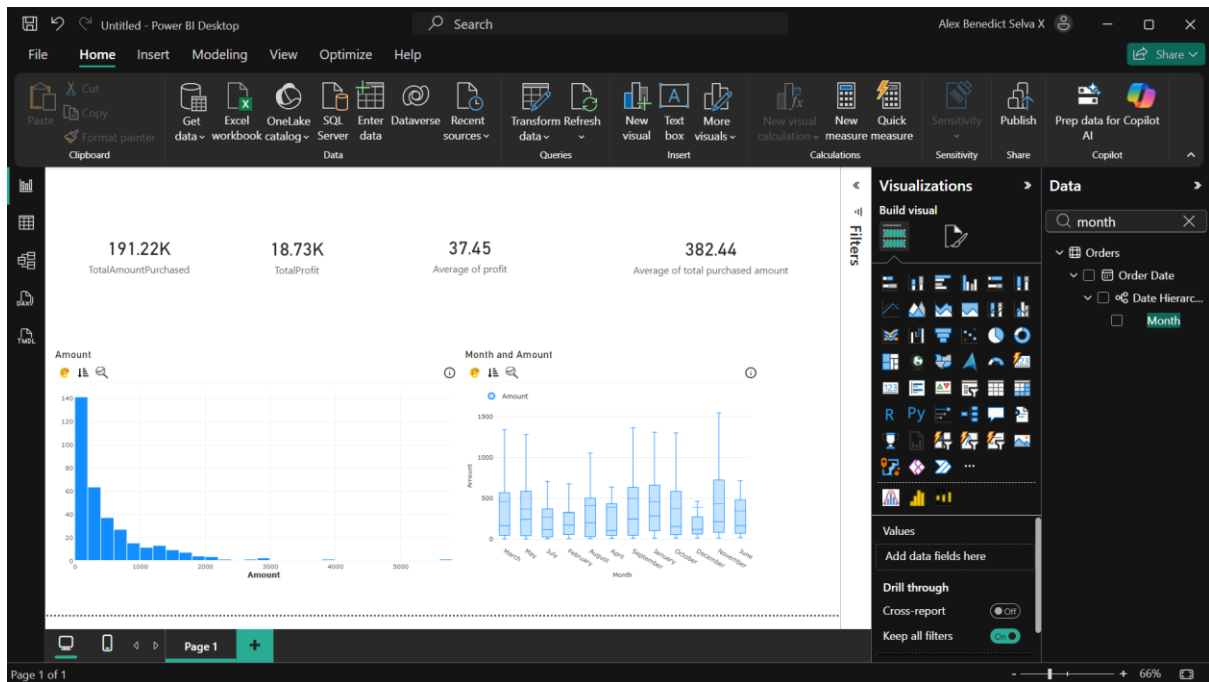
7 COLUMNS, 500 ROWS - Column profiling based on top 1000 rows

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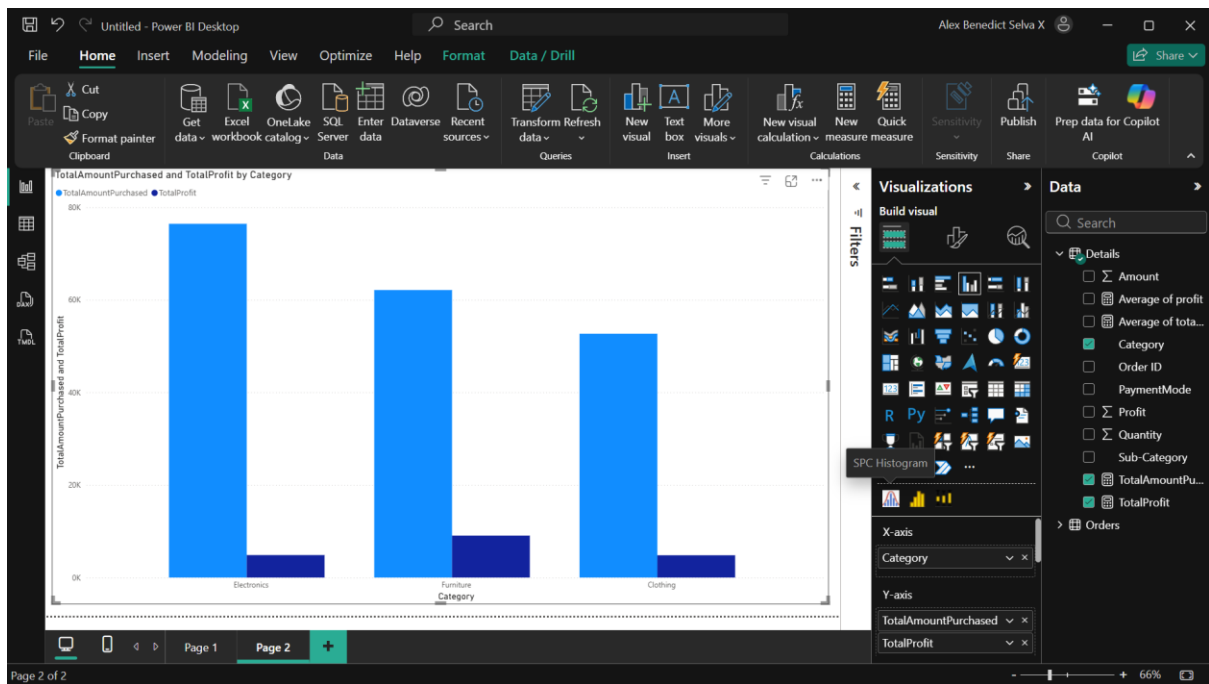
5 COLUMNS, 500 ROWS - Column profiling based on top 1000 rows

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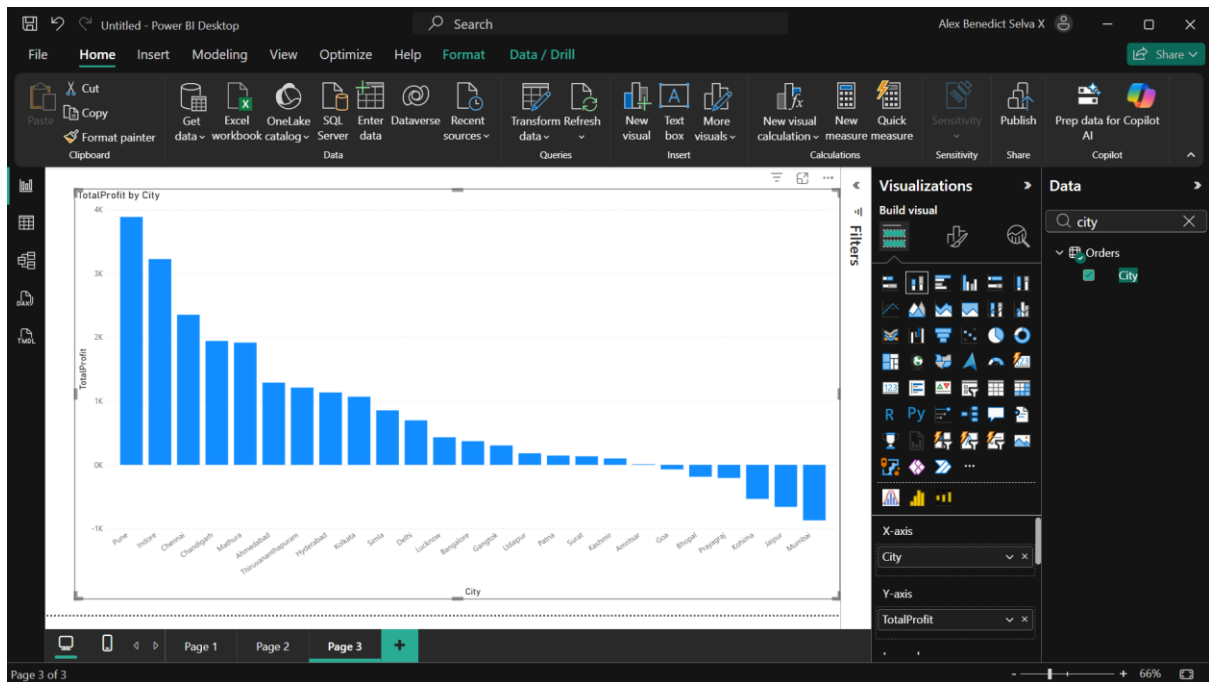
- Perform univariate analysis on Sales and Profit. What distribution patterns do you observe?



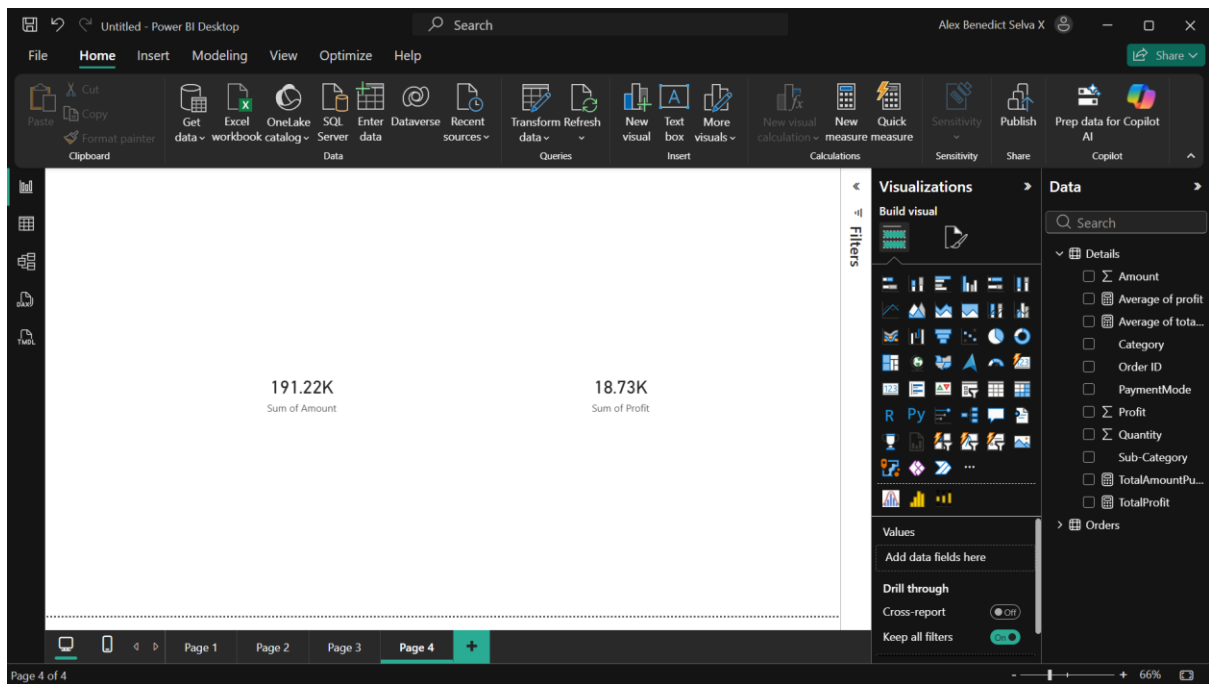
- Which product categories contribute the highest revenue and profit?



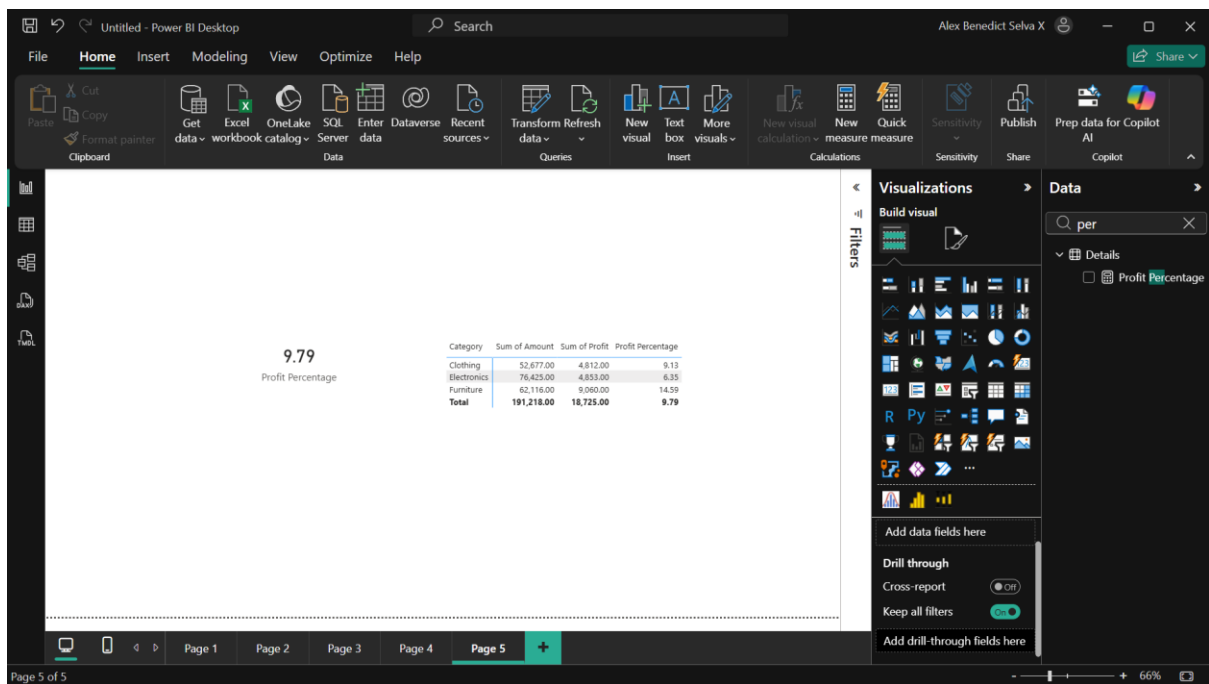
- How does sales performance vary across regions?



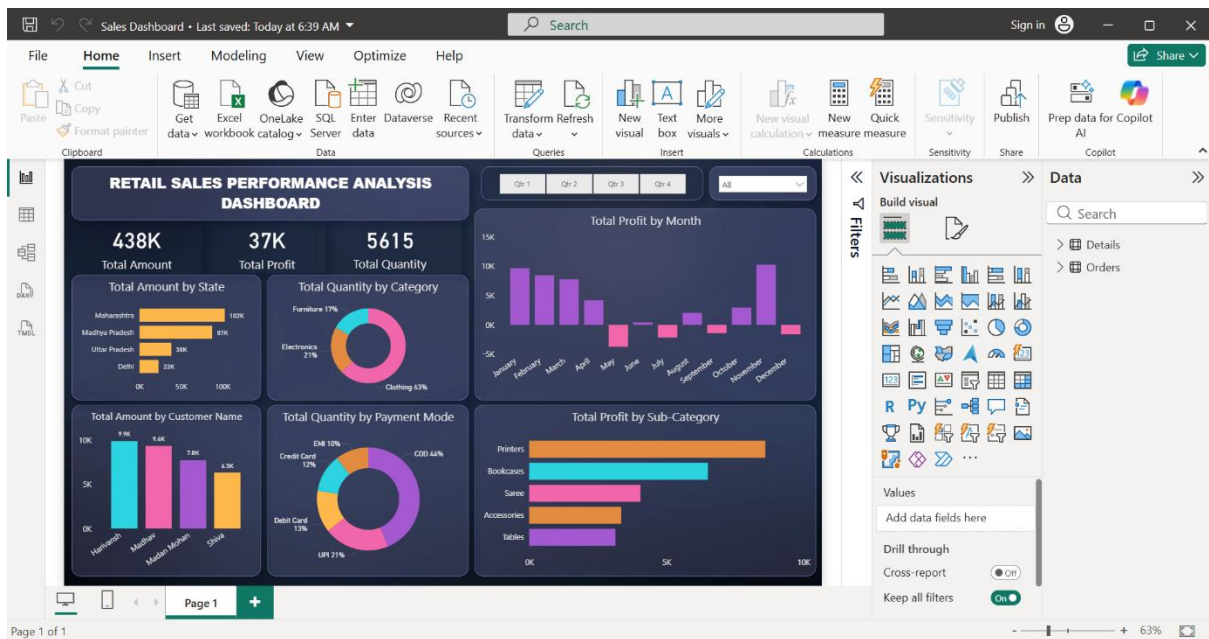
- Write a DAX measure to calculate Total Sales and Total Profit.



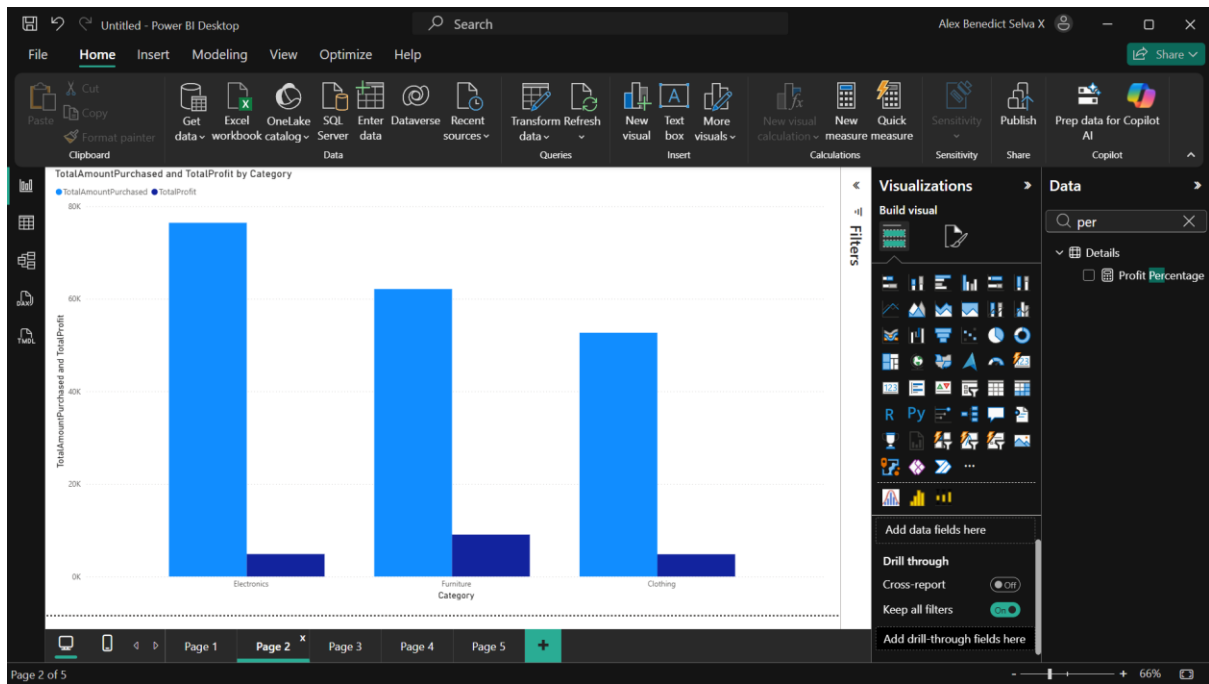
- Calculate Profit Margin (%) using DAX and identify low-margin products.



- Design a dashboard to show regional and category-wise performance.



- Which products should be discontinued or promoted based on analysis?



So based on the observations we found that the least profit producing sector was clothing