

# Sales Performance Analysis using Excel

## Project Overview

This project analyzes sales performance using Excel to identify trends, product performance, and the impact of discounts on revenue. The analysis focuses on transforming raw sales data into meaningful business insights through pivot tables and data visualization.

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## Dataset

The dataset contains transactional sales data with the following fields:

- Product
- Quantity
- Price
- Sales
- MSRP
- Order Date
- Month-Year
- Discount
- Discount %

The data was cleaned, transformed, and analyzed using Excel.

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## Data Cleaning & Preparation

- Removed unnecessary columns and reduced dataset size for clarity
- Standardized currency and percentage formats

- Removed time from date fields and created a Month-Year column
  - Calculated Discount and Discount Percentage
  - Verified data consistency and completeness
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## Analysis & Key Insights

### 1. Sales by Product

**Insight:**

Motorcycles generate higher total sales compared to Classic Cars.

**Business Takeaway:**

Motorcycles should be prioritized in sales strategy and inventory planning to maximize revenue.

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### 2. Sales Over Time (Month-Year)

**Insight:**

Sales fluctuate over time, exhibiting clear monthly trends and seasonal patterns.

**Business Takeaway:**

Understanding seasonality enables effective planning of promotions, inventory, and staffing during peak periods.

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### 3. Average Discount by Product

**Insight:**

Both product categories have consistently high discount rates.

**Business Takeaway:**

There is an opportunity to optimize discount strategies to improve profit margins without negatively impacting sales.

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### 4. Sales vs Discount

**Insight:**

Higher discounts are associated with increased sales volume.

**Business Takeaway:**

Discounts are effective in driving sales but should be balanced to protect profitability.

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**Tools Used**

- Excel (Pivot Tables, Charts, Calculated Fields)
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**Conclusion**

This project demonstrates the ability to clean and prepare data, perform exploratory analysis, build pivot tables, and translate data insights into actionable business recommendations.