

# **Analyzing Sales Data: Insights and Visualizations**

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# Outline

- Introduction
- Data Exploration
- Data Analysis
- Visualizations
- Additional Analysis
- Conclusion



# Introduction

- Purpose of the presentation
- Overview of the dataset
- Importance of analyzing sales data
- Outline of the presentation



# Data Exploration

- Loading and importing the dataset
- Examining the structure of the dataset
- Checking for missing values
- Exploring the unique values in certain columns



# Data Analysis

- Monthly and yearly sales trend
- Top countries by total revenue
- Top countries by total profit
- Overall sales and profit metrics



# Visualizations

- Total profit by item type (bar chart)
- Correlation matrix heatmap
- Region-wise analysis
- Sales channel analysis





# Additional Analysis

- Profit margin analysis
- Scatter plots for relationships
- Joint plots and distplots
- Analyzing data on a country-based level



# Conclusion

- Summary of key findings
- Implications and recommendations
- Q&A session
- Closing remarks



**THANK YOU**