

Sales Performance Analysis Report

1. Introduction

This report presents an analysis of sales performance data with the objective of identifying key trends, measuring business performance, and generating actionable insights using Python, SQL, and Power BI.

2. Objective of the Study

- Evaluate overall sales and profit
- Identify top-performing products and
- Analyze regional sales
- Support data-driven business decision-

3. Dataset Description

The analysis is based on a Superstore Sales Dataset containing transactional sales data such as Order Date, Sales, Profit, Quantity, Category, Sub-Category, and Region.

4. Tools & Technologies Used

- Python (Data Cleaning & EDA)
- SQL (KPI calculations)
- Power BI (Interactive)
- Jupyter

5. Methodology

Data loading, cleaning, exploratory analysis, SQL-based KPI computation, dashboard creation, and insight generation.

6. Key Performance Indicators (KPIs)

- Total Sales
- Total
- Profit
- Sales by Category & Region
- Monthly Sales

7. Key Findings

- High sales do not always indicate high
- Few products contribute most of the
- Regional performance varies
- Seasonal trends impact

8. Business Recommendations

- Focus on high-margin
- Improve pricing strategy for low-profit
- Optimize inventory using regional

9. Conclusion

This project demonstrates an end-to-end data analysis workflow and highlights the importance of data-driven decision-making.