

**<INTRODUCTION TO DATA MANAGEMENT>**

**PROJECT REPORT**

(Project Semester January-April 2025)

***(SALES DASHBOARD)***

Submitted by

**Katakam Mohan Sai**

Registration No: **12313034**

Roll number: 28

Section K23EV

Course Code INT217

Under the Guidance of

**(Dr. Mrinalini Rana)**

**Discipline of CSE/IT**

**Lovely School of Computer Science & Engineering**

**Lovely Professional University, Phagwara**

## **CERTIFICATE**

This is to certify that Katakam Mohan Sai bearing Registration no.12313034 has completed .INT217 project titled, “**Dashboard**” under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

**Signature and Name of the Supervisor**

**Designation of the Supervisor**

**School of Computer science & Engineering**

Lovely Professional University

Phagwara, Punjab.

Date: 12 April 2025

## **DECLARATION**

I, Katakam Mohan Sai, student of Computer science & engineering under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 12 April 2025

Signature

Registration No. 12313034

Name of the student

### 1. Introduction

In today's competitive business environment, understanding sales patterns, customer behavior, and product performance is crucial for strategic decision-making. This project aims to analyze and visualize sales data using data science techniques to uncover trends, segment performance, and profitability insights.

Through exploratory data analysis (EDA), visual dashboards, and detailed metrics, the report provides a datadriven overview to support marketing, product placement, and sales optimization strategies.

### 2. Source of dataset

[https://docs.google.com/spreadsheets/d/1gE7Ac47\\_ifH3pbNTU1HPTf0N6Iny01Qs/edit?usp=sharing&ouid=103433092552327445021&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1gE7Ac47_ifH3pbNTU1HPTf0N6Iny01Qs/edit?usp=sharing&ouid=103433092552327445021&rtpof=true&sd=true)

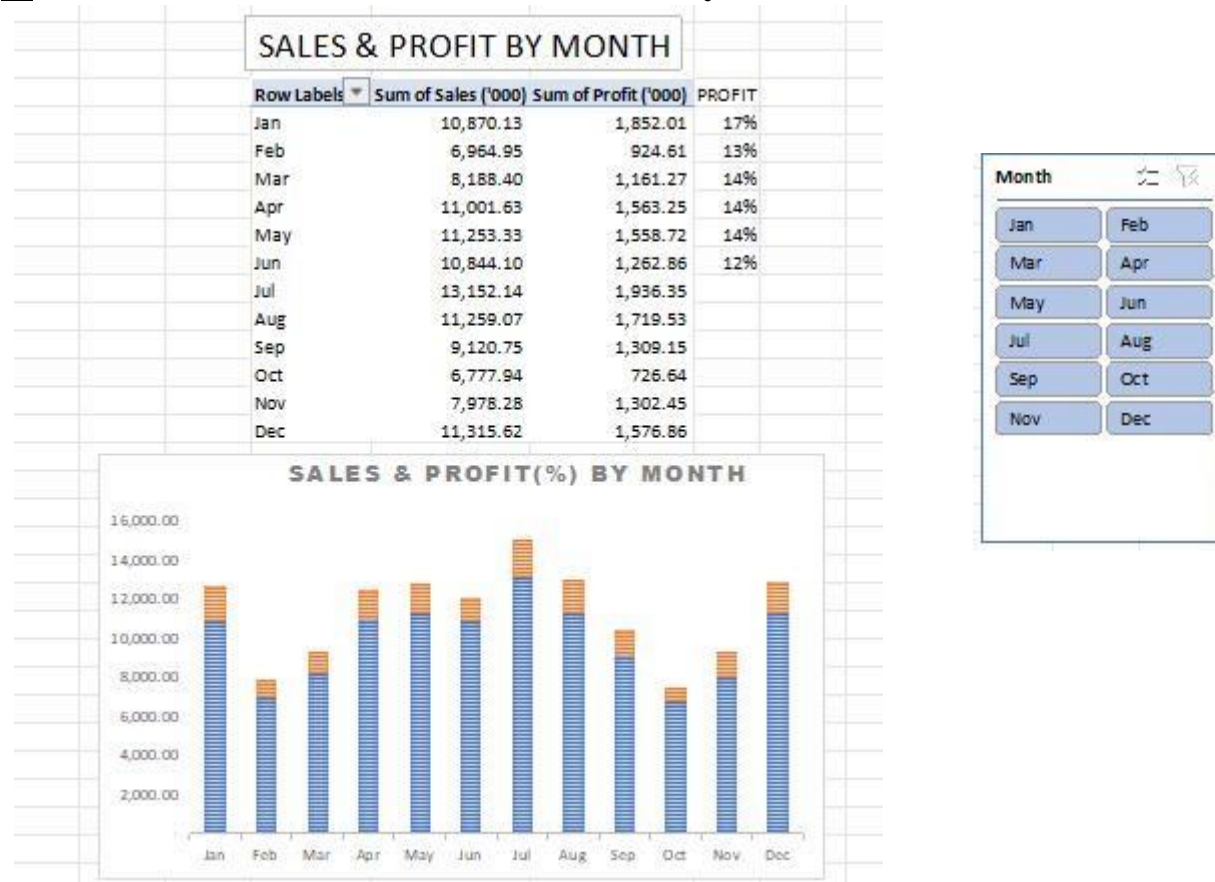


# Objectives

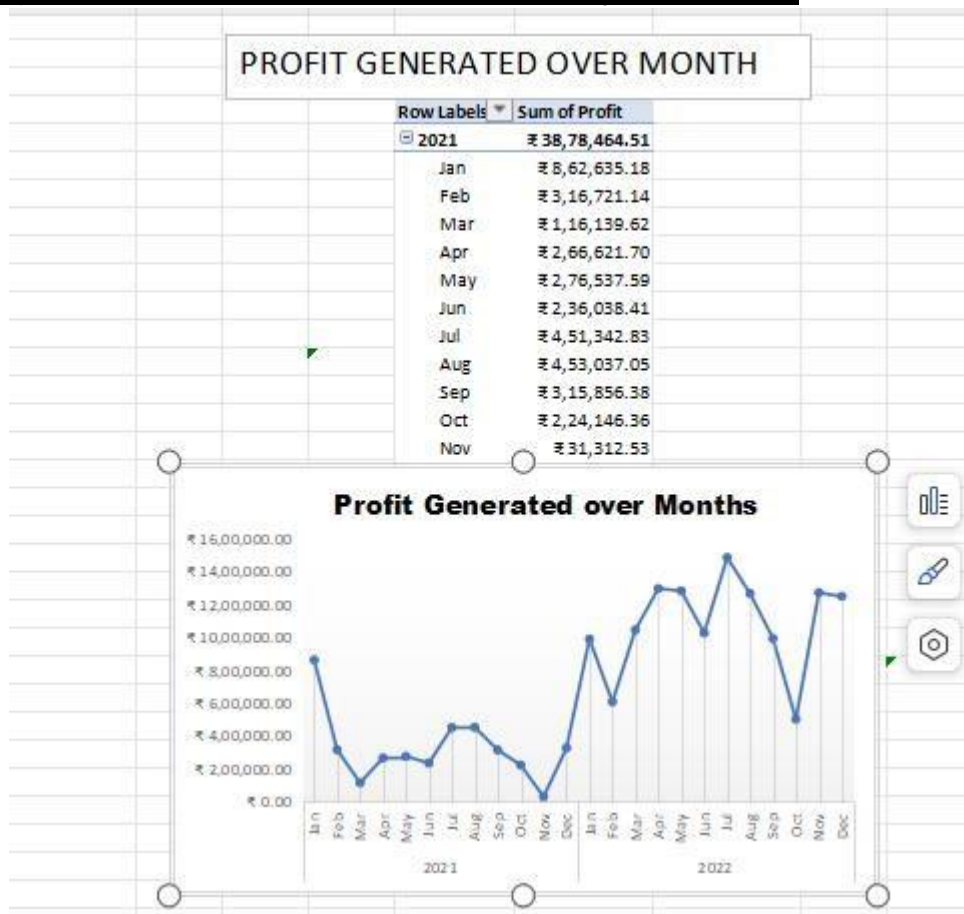
## 1) Total sales , Sum of Profit,Sum of the Units and Max Sales

TOTAL SALES,PROFIT,UNITS AND MAX SALES			
Sum of Sales	Sum of Profit	Sum of Unit	Profit Margin
₹ 11,87,26,350.26	₹ 1,68,93,702	11,25,806	14.23%
Row Labels Sum of Sales			
PROD_ID_001	1,53,90,802	PROD_ID_002	
PROD_ID_003	3,30,11,144		
PROD_ID_001	1,82,50,059	₹ 3,30,11,144	
PROD_ID_002	2,05,11,921		
PROD_ID_001	1,38,15,308		
PROD_ID_001	1,77,47,116		

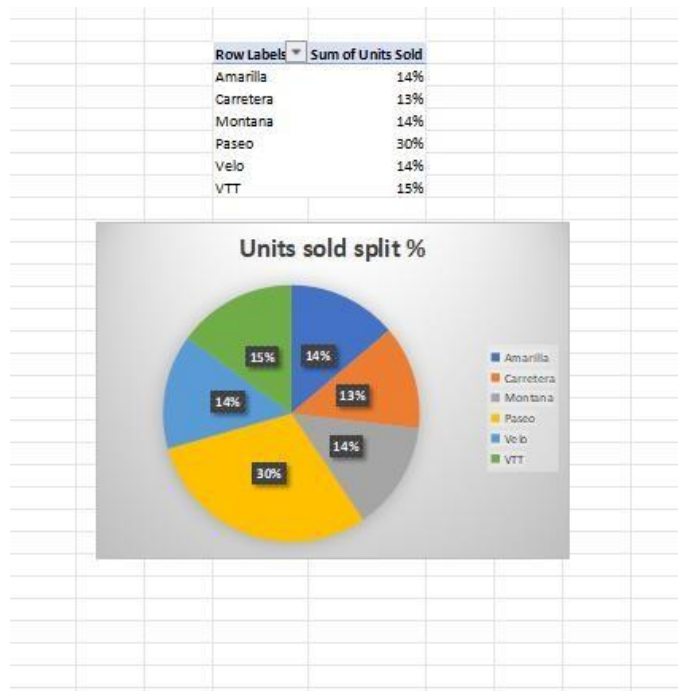
## 2 What are the total Sales and Profit By Month.



### 3)What is the Profit Generated By a Month.



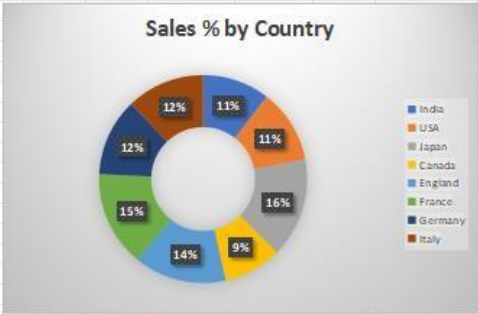
### 4) What are the unites sold in region



5) Sales % by Country

SALES % BY COUNTRY

Row Labels	Sum of Sales
India	10.50%
USA	11.48%
Japan	15.54%
Canada	9.02%
England	14.30%
France	14.93%
Germany	12.07%
Italy	12.16%



6.Sales breakup % by Segment

Row Labels	Sum of Sales
Channel Partners	1.51%
Enterprise	15.33%
Government	49.54%
Midmarket	2.07%
Small Business	31.56%

Channel Partr	1.52%
Enterprise	16.52%
Government	44.22%
Midmarket	2.01%
Small Busines	35.74%

