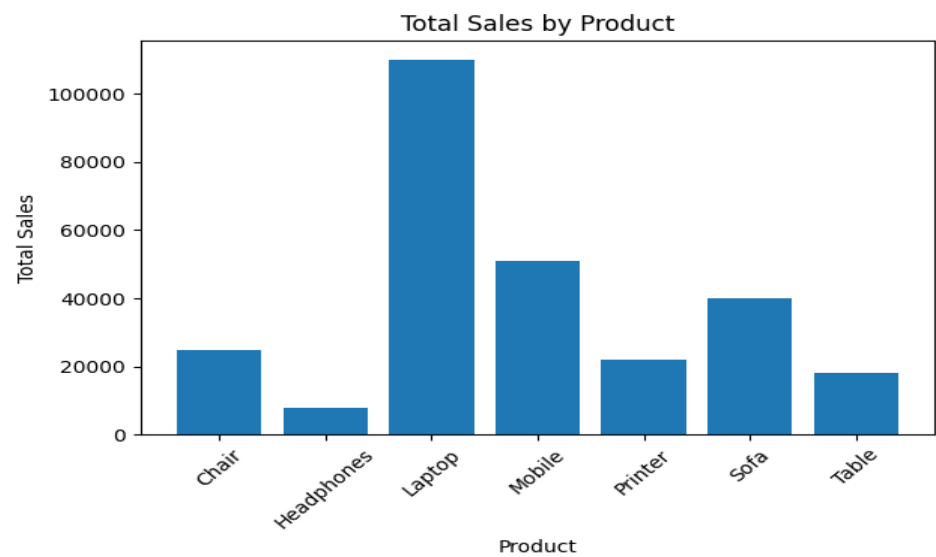
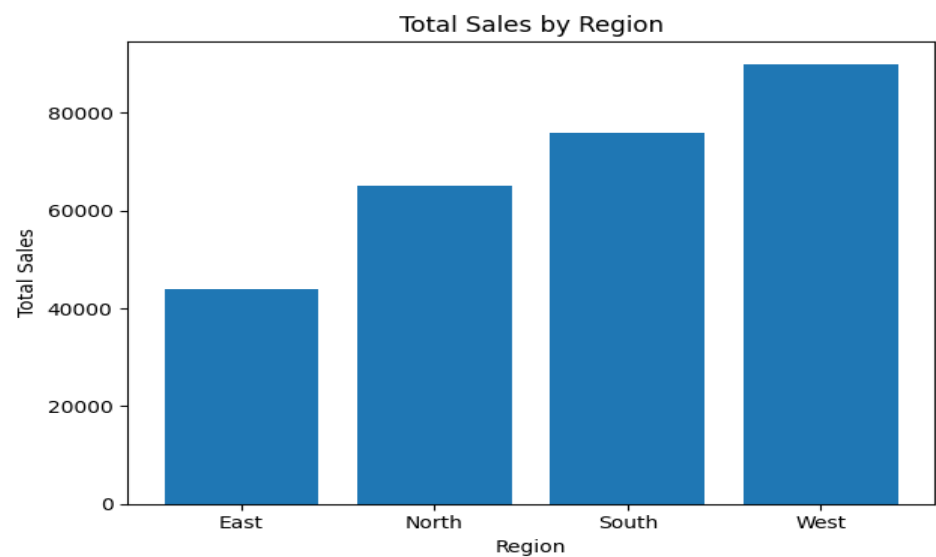


Business Sales Performance Analytics

1. Product-wise Sales Analysis



2. Region-wise Sales Analysis



3. Report Summary

Introduction:

This project analyzes business sales data to understand product performance and regional trends. The objective is to extract meaningful insights and support business decision-making.

Dataset Description:

The dataset contains 10 sales records including Order ID, Order Date, Product, Category, Region, Sales, Quantity, and Profit.

Data Cleaning and Preparation:

- Verified no missing or duplicate values
- Ensured correct data types
- Standardized product and region names
- Aggregated values for visualization

Key Insights:

- Laptops generate the highest revenue.
- Mobiles rank second in sales performance.
- Electronics outperform Furniture.
- West region records highest sales.
- East region shows lowest sales performance.

Recommendations:

- Focus on high-performing products like Laptops and Mobiles.
- Strengthen marketing strategies in East region.
- Implement targeted regional promotions.

Conclusion:

The analysis demonstrates how data analytics helps improve profitability and supports informed business decisions.