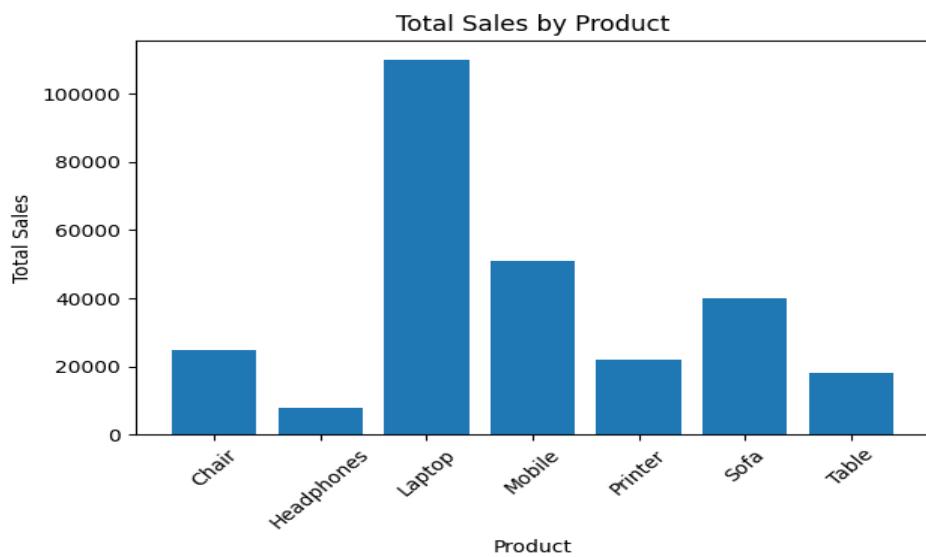
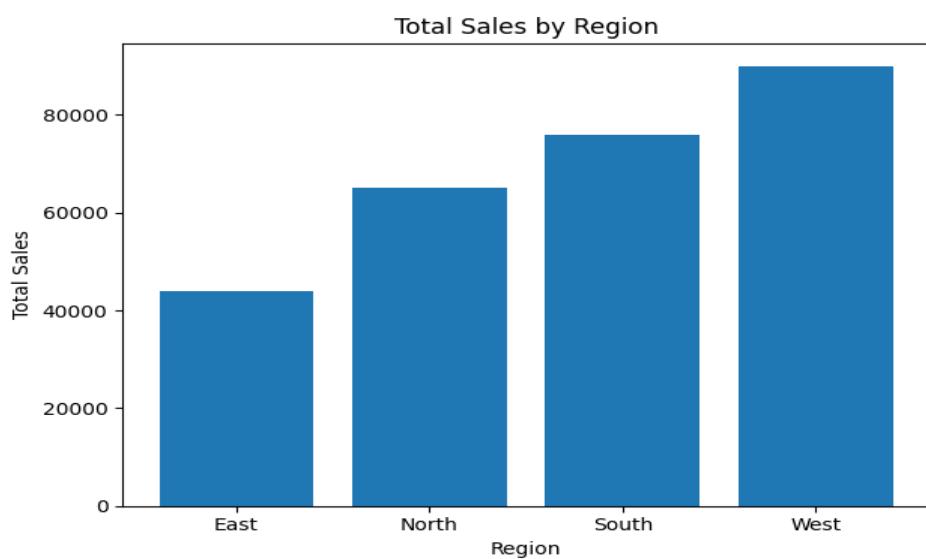


# Business Sales Performance Analytics

## 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.