

# Task 1: Business Sales Performance Analytics

## 1. Data Cleaning and Organization

The raw sales data was cleaned and organized using Excel. Missing values and duplicates were checked, and appropriate data types were ensured for date, sales, and profit columns to maintain data accuracy.

## 2. Revenue Trends Over Time

The analysis shows a positive revenue trend over the observed period. Sales gradually increase across months, indicating stable demand and improving business performance.

## 3. Top-Selling Products Analysis

The product-wise sales analysis reveals that Laptops generate the highest revenue, followed by Mobiles. Furniture products such as Sofa and Chair contribute moderately, while Headphones and Tables record lower sales.

**Insight:** A small number of products contribute significantly to total revenue.

**Recommendation:** Focus marketing and inventory planning on top-selling products while bundling low-performing products to improve sales.

## 4. High-Value Regions Analysis

The region-wise sales analysis indicates that the West region contributes the highest sales, followed by the South region. The North region shows average performance, while the East region has the lowest sales.

**Insight:** Sales performance varies across regions.

**Recommendation:** Strengthen sales strategies in high-performing regions and introduce targeted promotions in underperforming regions.

## 5. Conclusion

This analysis was conducted as if advising a real business. It provides data-driven insights and actionable recommendations to improve revenue growth and regional sales performance.