

## **Problem Statement:**

### **Maximizing Sales and Profitability through Data-Driven Insights**

Despite having a wide array of products across different categories, the company is facing challenges in understanding the key drivers of sales performance and profitability. While overall sales are growing, there is a need to identify:

- Which product categories are generating the highest revenue and profit margins.
- How regional factors (states) influence sales performance.
- The impact of customer demographics on profitability.
- Seasonal trends in monthly sales and customer count.
- Trends over time, including sales growth or decline across years.

The current sales strategy lacks a unified view that combines these key performance indicators (KPIs) across multiple dimensions (such as **Product Categories, States, Customer Profitability, and Time**). Without this comprehensive insight, strategic decisions on inventory management, targeted marketing, and customer engagement are hindered.

## **Objective:**

To develop a **Sales Performance Dashboard** that consolidates data from multiple sources, providing a clear and actionable view of:

- Sales by category, region, and customer.
- Profitability trends over time.
- Customer engagement metrics.
- Monthly and yearly performance comparisons.

This project aims to identify actionable insights from the data that can lead to improved sales strategies, better resource allocation, and higher profitability.

---