

Executive Summary: Sales Data Analysis

This report summarizes the key findings from the analysis of messy sales data.

1. Data Cleaning:

- Removed 12 duplicate records and over 20 rows with missing or corrupted values.
- Standardized product and region names, and fixed incorrect data types.
- Created a 'Total Revenue' column as Units Sold * Unit Price.

2. Exploratory Analysis:

- The 'West' region generated the highest total revenue.
- 'Laptops' and 'Phones' were the top-performing products.
- Several entries showed unrealistic values (e.g., 9999 units sold), which were treated as outliers.

3. Business Insights:

- The 'East' and 'South' regions show potential for growth with targeted promotions.
- Low-priced products (< \$100) underperformed regardless of quantity sold.
- Future data collection processes should include validation to avoid missing and inconsistent values.

Overall, the cleaned dataset enabled reliable trend analysis and helped uncover opportunities for increased regional revenue and product focus.

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Date: 16/05/2025