

## D-Mart Sales Data Analysis Project

### Project Overview

This project focuses on analyzing retail sales data from D-Mart to uncover actionable business insights using Python, SQL, and Power BI.

### Business Problem

Retail businesses operate on low margins and high volume. The challenge is converting raw sales data into insights about sales performance, customer behavior, and profitability.

### Objectives

- Identify top-performing products and categories
- Analyze sales and profit trends
- Evaluate regional/store performance
- Support inventory and pricing decisions

### Tools Used

Python (Pandas, NumPy, Matplotlib)

SQL

Power BI

### Key Insights

- Few categories generate most revenue
- Some high-sales products have low profit
- Clear seasonal trends observed
- Regional performance varies significantly

### Conclusion

This project demonstrates end-to-end data analysis and business insight generation suitable for Data Analyst roles.