

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.