



PROJECT: SALES DATA ANALYSIS

❑ *Key Insights and Findings*



INTRODUCTION

- This project involves analyzing sales data to uncover patterns and insights about customer behavior, geographical performance, and product preferences.

TARGET AUDIENCE IDENTIFICATION

- The analysis identifies a specific segment of buyers (married women, aged 26-35, working in IT, Healthcare, and Aviation) who show a higher likelihood of purchasing certain products.



GEOGRAPHICAL HOTSPOTS

- States like UP, Maharashtra, and Karnataka emerge as strong markets, indicating these regions are likely to drive more sales, particularly in the targeted product categories.



PRODUCT PREFERENCES

- The analysis suggests that Food, Clothing, and Electronics are the top categories driving revenue. This insight can inform future inventory, marketing, and promotional strategies.



CONCLUSION

- The sales data analysis provides actionable insights into the key target audience, top-performing regions, and product categories. These insights will help inform business strategies for growth.