Sales & Revenue Performance

Project Summary

Objective: Track revenue growth and identify seasonal trends using historical sales data.

Technical Approach: Applied time-series resampling (Monthly/Quarterly) and rolling averages to reveal underlying growth patterns.

Key Findings

Detected a 15% increase in revenue during Q3, driven primarily by specific product categories.

Customer segmentation revealed that 20% of the client base generates 70% of total revenue.

Visual Data Analysis & Insights

Monthly Revenue Trend (Target: ₹15.2M Peak)