

PROJECT SYNOPSIS

ON

“Product Sales Dashboard”

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Synopsis

“Product Sales Dashboard”

Team Members:-

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PROJECT TOPIC :-

“Product Sales Dashboard”

1.INTRODUCTION: -

This project focuses on analyzing which products carry more Sales in different areas and how these Sales influence consumer behavior and sales. It also explores whether these Sales impact customer choices and sales. The goal is to understand regional trends in the use of product Sales. Businesses can use these insights to decide which Sales to promote in different areas.

2.OBJECTIVE:-

1. Total sales are calculated for each product.
2. Units sold are tracked by city.
3. Sales totals are analyzed by region.
4. Sales, units sold, price per unit, and average retailer sales are recorded.
5. Average sales are measured for each product.
6. Operating profit is calculated by product.
7. Yearly product sales and profits are analyzed.
8. Sales and profit are tracked by state.
9. Monthly sales and profit trends are observed.
10. Operating profit is evaluated by region.

3. PROBLEM STATEMENT

While product Sales are widely used to boost trust and sales, businesses often lack clarity about:

- Which products have the most Sales in specific areas?
 - Are there regional differences in the use or impact of product Sales?
- This project addresses these gaps by providing data-driven insights into regional seal distribution.

4. SCOPE OF PROJECT

This analysis helps businesses tailor their product offerings and marketing strategies to regional preferences. It also provides a foundation for understanding how geographic trends impact the use and effectiveness of product Sales.

5. METHODOLOGY:-

1. Data Collection:

- Collect product data, including seal information and geographic sales distribution.

2. Data Cleaning and Preparation:

- Use Python to clean, organize, and preprocess the dataset.

3. Analysis:

- Identify products with the highest number of Sales in different regions.
- Use Python for statistical analysis and trend identification.

4. Dashboard Creation:

- Build an Power BI-based dashboard to display key insights, such as top-sealed products by area and trends over time.

6. EXPECTED OUTCOMES:-

- A list of products with the most Sales in specific regions.
- Insights into regional preferences for certain types of Sales.
- An interactive dashboard summarizing findings for quick decision-making.

7. TOOLS REQUIRED:-

1. Excel:

- To create a visually appealing and interactive dashboard showcasing the findings.

2. Python:

- For data cleaning, analysis.

3. Power BI:

- Trend visualization and Create Dashboard.