**📊 Summary Report**

**Project Title:** Sales Data Analysis and Dashboard  
**Team Lead:** Suhani Gajre  
**Organization:** Infotact Solutions  
**Internship Domain:** Data Analytics  
**Date:** 25-07-2025

**📌 Project Objective**

To analyze sales data from a global retail superstore using Excel and Power BI to identify patterns, performance metrics, and actionable insights. The goal was to transform raw data into meaningful dashboards and visualizations to assist business decisions.

**🧾 Dataset Overview**

* Source: Superstore Sales Data
* Format: Excel/CSV
* Fields Included:
  + Order Date, Ship Date, Sales, Quantity, Profit, Category, Region, Sub-Category, Segment, Customer ID

**📆 Week-wise Progress Summary**

**✅ Week 1: Data Cleaning**

* Uploaded and verified the raw dataset
* Cleaned missing values, removed duplicates
* Created Month, Year, and Quarter columns
* Final cleaned file: cleaned\_data\_v2.csv

**✅ Week 2: KPI Analysis & Excel Visuals**

* Created KPI table: Total Sales, Total Profit, Orders, Top Region & Category
* Developed Pivot Tables:
  + Sales by Month
  + Profit by Category
  + Sales by Region
* Added:
  + Slicers: Month, Region
  + Conditional Formatting: Highlight top 5 profitable & loss-making items
* Created Charts:
  + Column Chart: Monthly Sales
  + Pie Chart: Sales by Region
* File Saved as: week2\_charts\_updated.xlsx

**✅ Week 3: Power BI Dashboard**

* Imported cleaned data into Power BI
* Built visuals:
  + Line Chart: Sales by Month
  + Bar Chart: Profit by Category
  + Tree Map: Sub-Category-wise Sales
  + KPI Cards: Total Sales, Profit, Orders
  + Slicers: Region, Category, Month
* Final dashboard saved as: week3.pbix
* Screenshots taken for submission

**✅ Week 4: Documentation & Final Submission**

* Completed this summary report
* Captured visuals and charts
* Organized folders for GitHub:
  + /data
  + /excel
  + /powerbi
  + /docs
  + /images
* Updated README with team credits and project overview

**📈 Key Insights**

| **Metric** | **Value / Observation** |
| --- | --- |
| Total Sales | ₹ 2297200.86 |
| Total Profit | ₹ 598659.5931 |
| Most Profitable Category | Technology |
| Region with Highest Sales | West |
| Loss-Making Product | Tables (consistently low or negative profit) |

**💡 Recommendations**

* Focus on expanding Technology product line
* Reevaluate pricing strategy on Furniture (especially Tables)
* Promote high-performing regions (e.g., West) through marketing campaigns

**👥 Team Contributions**

| **Member** | **Contribution** |
| --- | --- |
| Suhani Gajre | Team Lead, , Excel charts, slicers, Final documentation & GitHub |
| Rohit Salunkhe | KPI analysis in Excel, Data Cleaning |
| Vivek Sharma | Power BI visuals, dashboard |
| Sangram | Data Cleaning, Chart |

Jeevan Week 1 documentation