Retail Store Sales Data Analysis Report

This report provides a concise analysis of the Retail Store Sales Data. The dataset includes information about sales transactions including date, customer demographics, region, product category, brand, price, quantity, discounts, and total sales figures. The purpose of this analysis is to uncover key sales trends and insights to support strategic decision-making.

# Key Insights

- \*\*Total Sales Over Time\*\*: Sales data over time reveals fluctuations in daily revenue, which can inform marketing and inventory strategies.

- \*\*Sales by Region\*\*: Regional analysis identifies high-performing areas, enabling better regional focus and resource allocation.

- \*\*Sales by Product Category\*\*: Helps understand which product categories drive the most revenue.

- \*\*Top Brands by Revenue\*\*: Recognizing top-performing brands assists in optimizing stock and promotions.

# Tools & Technologies

The analysis was conducted using Python in a Jupyter Notebook environment. Data was imported from Excel, stored in SQLite, queried using SQL, and visualized using Matplotlib and Seaborn.

# Conclusion

The dashboard provides actionable insights into retail store performance across time, regions, product categories, and brands. These insights help identify opportunities to optimize sales strategies and improve profitability.