**Sales Analytics Dashboard**

**Overview**

This project analyzes sales data using **Python, SQL, and Power BI** to uncover key business insights. The dashboard provides a **visual representation of total sales, profit distribution, regional performance, and discount trends**, enabling data-driven decision-making.

**Key Features**

⚫ **Data Cleaning & Processing** – Used **Pandas** to handle missing values and preprocess raw data.  
⚫ **SQL Analysis** – Executed **complex queries** to analyze sales trends, profit distribution, and regional variations.  
⚫ **Interactive Visualization** – Designed a **Power BI dashboard** with key performance indicators (KPIs) for deeper insights.

**Tools & Technologies**

* **Programming Languages**: Python, SQL
* **Libraries**: Pandas
* **Visualization**: Power BI
* **Data Sources**: Sales transaction datasets

**Insights & Impact**

📊 Identified **top-performing regions and products** to optimize sales strategies.  
📉 Analyzed **discount impact on profit margins** to improve pricing models.  
📈 Provided **interactive data visualizations** for real-time business insights.

**How to Use**

1. Open the **Power BI dashboard** to explore interactive insights.
2. Filter data by **region, category, and discount levels** for detailed analysis.
3. Use insights to drive data-informed business strategies.