

Sales Performance Analysis Project

Tools Used: Excel, SQL (SQLite), VS Code

Project Overview

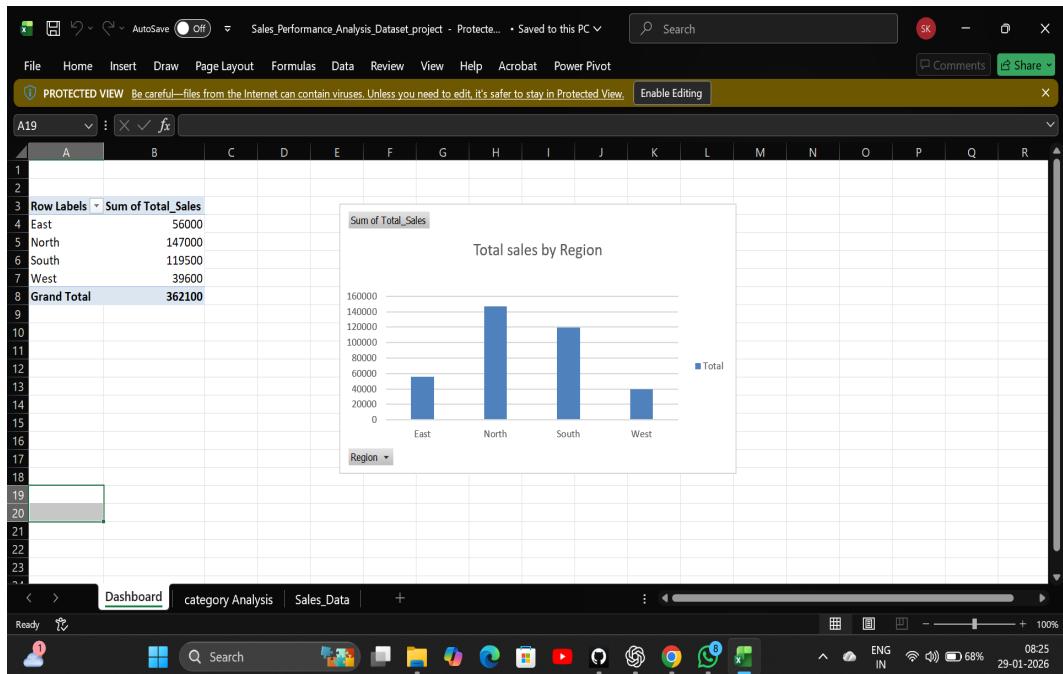
This project demonstrates end-to-end sales data analysis using Microsoft Excel for data preparation and visualization, and SQL (SQLite) for querying and extracting insights. The goal is to analyze sales performance by region, category, product, and time period.

Dataset Description

The dataset contains order-level sales data including Order ID, Order Date, Region, Product, Category, Quantity, Unit Price, and Total Sales. The data was first prepared and validated in Excel and then imported into SQLite for querying.

Excel Analysis & Dashboard

Using Excel, pivot tables and charts were created to analyze total sales by region and category. An interactive dashboard was designed to visually represent sales performance.

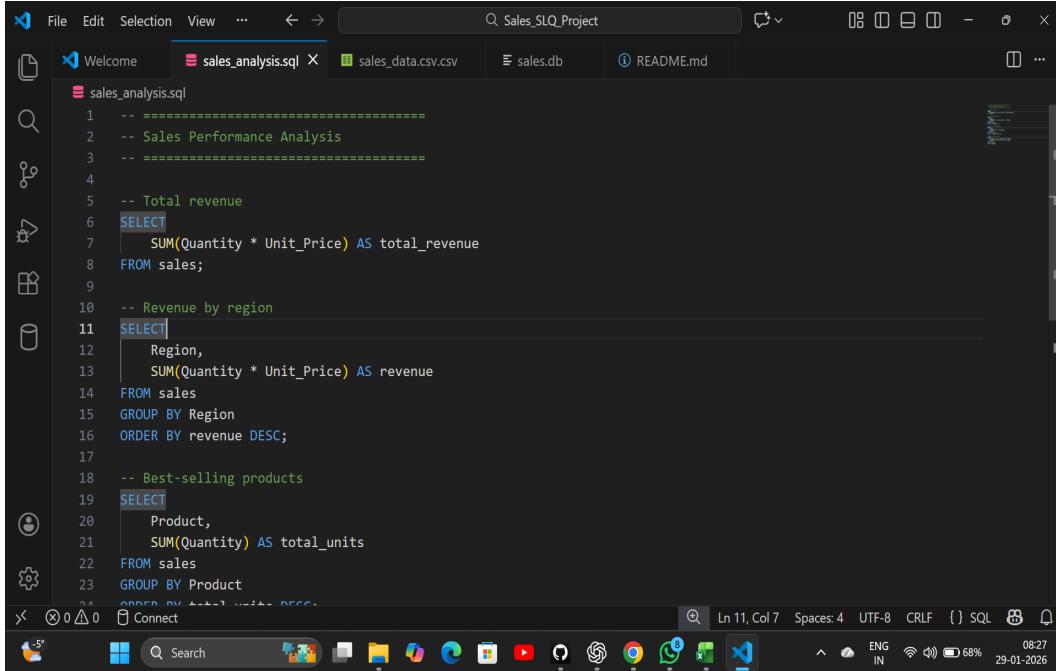


SQL Analysis (SQLite)

SQL queries were written to calculate total revenue, revenue by region, best-selling products, revenue by category, and monthly sales trends. SQLite was used as the database engine.

Key SQL Queries Included:

- Total Revenue Calculation
- Revenue by Region
- Best-Selling Products
- Revenue by Category
- Monthly Sales Trend



The screenshot shows a code editor window titled "Sales SLQ Project". The main pane displays a SQL script named "sales_analysis.sql". The script contains three SELECT statements: one for total revenue, one for revenue by region, and one for best-selling products. The code is well-formatted with comments and proper syntax highlighting for SQL. The status bar at the bottom indicates the current line (Ln 11), column (Col 7), and other system information like battery level (68%) and date/time (29-01-2026).

```
-- =====
-- Sales Performance Analysis
-- =====

-- Total revenue
SELECT
    SUM(Quantity * Unit_Price) AS total_revenue
FROM sales;

-- Revenue by region
SELECT
    Region,
    SUM(Quantity * Unit_Price) AS revenue
FROM sales
GROUP BY Region
ORDER BY revenue DESC;

-- Best-selling products
SELECT
    Product,
    SUM(Quantity) AS total_units
FROM sales
GROUP BY Product
ORDER BY total_units DESC;
```

Key Insights

- North region generated the highest sales revenue.
- Electronics category outperformed Furniture in total sales.
- Office Chair emerged as the best-selling product by quantity.
- Monthly trend analysis helps identify seasonal patterns.

Conclusion

This project highlights practical skills in Excel-based analysis, SQL querying, and data interpretation. It is suitable for showcasing analytical ability in a professional data analyst portfolio.