Sales Performance Analysis Project

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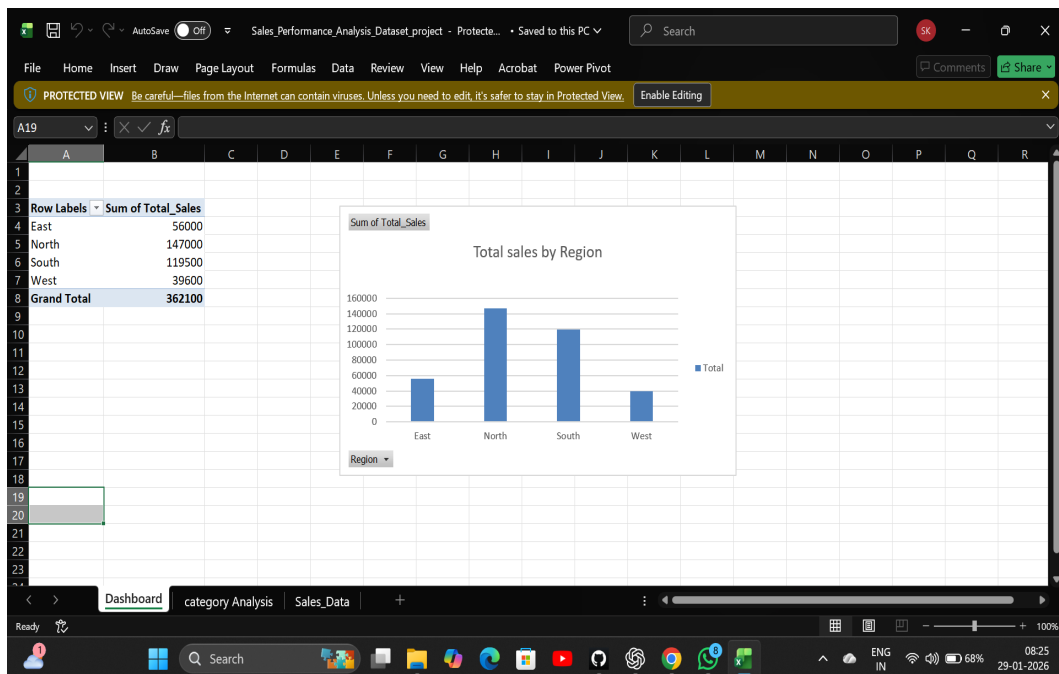
Project Overview

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.
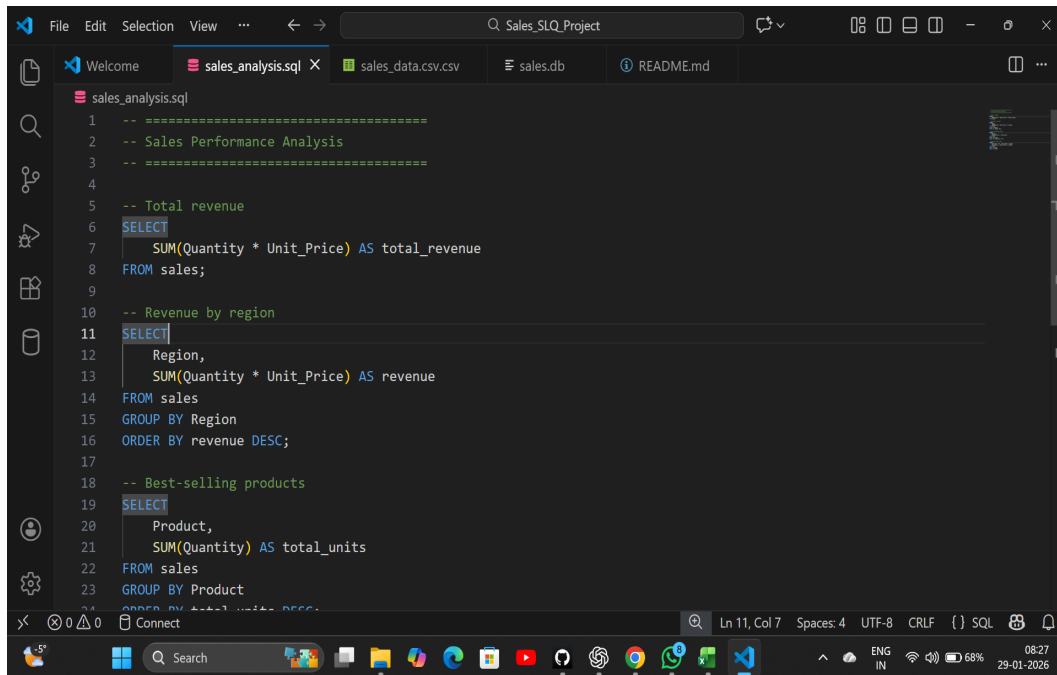
SQL Analysis (SQLite)

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

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.