# Project Description

This project aims to address the need for comprehensive insights into the sales activity of a bike store company. As a sales analyst, you have a customer who owns a bike store and wants to gain valuable insights into the company's sales trends, revenue distribution, and top-performing elements over a specific period (2016-2018).

# Identify the Problem

Management's Requirements:

* Gain insights into sales volume trends from 2016 to 2018.
* Analyze revenue by region, store, product category, and brand.
* Compile a list of the top customers and sales representatives.

# How to Approach the Problem

* Comprehensive Dashboard: Create a comprehensive dashboard using Excel or Tableau. This dashboard will serve as a centralized hub for accessing and visualizing key metrics, allowing management to quickly grasp the overall sales performance and trends.

# Project Steps

1. Data Collection:
   * Retrieve the necessary data from the company's relational database.
   * Utilize SQL queries to extract relevant information.
2. Database-Excel Integration:
   * Connect the analyzed data to an Excel workbook.
   * Ensure seamless data synchronization for real-time updates.
3. Data Cleaning:
   * Thoroughly clean the dataset to ensure accuracy and reliability.
   * Address redundancies, missing values, and inconsistencies.
4. Data Analysis and Visualization:
   * Utilize pivot tables to summarize and visualize data to create an interactive dashboard in Excel.
   * Develop an interactive Tableau Dashboard

(Note: Only one dashboard would be necessary. For the purposes of this project, both options are explored.)