

# Retail Store Performance and Customer Behaviour Analysis for Zudio

## Project Objective

Analyze the performance of retail stores and customer buying behaviour to help Zudio improve sales, store efficiency, and customer retention.

## Tools Used

- Microsoft Excel
- Data Cleaning (handling missing values, formatting, validation)
- Pivot Tables & Pivot Charts
- Excel Functions (VLOOKUP/XLOOKUP, IF, COUNTIFS, SUMIFS)
- Interactive Dashboard using Slicers
- Business Insight & Reporting

This project involved analyzing retail sales and customer behaviour data using Microsoft Excel. The analysis focused on store performance, product categories, customer purchasing patterns, and operational factors to derive actionable business insights and recommendations.