**Abstract**

This project aims at analysing on the sales data of any retail company and gives the result on where to invest more of its investment to get more profit. If we take a retail company, it canhave different branches and can sell many products through online and offline (Channel of sale). By selling its products through various methods the company should analyse and invest more on the area where it is getting more profit. The profitable area can be a particular branch where sale is high (or) can a product which is selling most (or) can be an online/offline method which helps in getting high profit. This analysis will help in finding the mode of sale which is giving the more profit to the company and what is the reason behind that mode to give the more profit through it. This paper also analyses the area of improvement for a company so that company can focus on improving that particular part.