Retail Business Performance & Profitability Report

1. Objective

Analyze transactional retail data to uncover profit-draining categories, optimize inventory turnover, and identify seasonal product behavior.

2. Data Cleaning Summary

Used SQL to remove NULL entries and duplicate rows based on order_id and product_id.

3. Profit Margin Insights

Profit margins were calculated by category and sub-category. Categories with negative or low margins were flagged as potential areas of concern.

4. Inventory Analysis

Strong negative correlation (-0.98) was found between inventory days and profit, indicating that slow-moving inventory significantly impacts profitability.

5. Tableau Dashboard Summary

A dashboard was built using filters for region, product type, and season. It includes profit margin charts, seasonal sales trends, and inventory-probability visualizations.

6. Strategic Recommendations

- Discount or clear slow-moving inventory.
- Improve forecasting for overstocked items.
- Plan procurement cycles based on seasonal sales peaks.