

RETAIL BUSINESS PERFORMANCE & PROFITABILITY ANALYSIS

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objective

To analyze retail data to:

Identify profit-draining categories

Optimize inventory turnover

Understand seasonal product behavior

Key tools used

SQL: Data extraction & aggregation

Python (pandas): correlation analysis

Tableau: Data visualization and dashboarding

Key insights

Profitability by category

Technology had the highest profit margin.

Office supplies showed moderate profit but high volume.

Furniture had the lowest margin, with sub- categories like bookcases and tables underperforming.

Profit trend over time

Peak profits observed during 2024, suggesting strong demand.

Regional & state performance

In western region California performed outstanding.

California and florida led in profitability.

States like Texas and ohio showed high sales but low margins, indicating potential inefficiencies.

Strategic recommendations

Focus on high margin categories for marketing and promotion.

Reduce stock of low margin, slow moving products.

Introduce seasonal discounts to boost performance.