**PROJECT 4**

A global retail company suspects it's losing profits in specific regions or product categories, but can't quite put a finger on where or why.

I want you to investigate and tell a story using data. Your job is to identify any patterns, inefficiencies, or underperforming areas that could explain the profit leak.

Use your SQL skills to analyze the data and present:

* Regions/Products with declining performance
* Profitability trends over time
* Customer behavior anomalies
* Sales staff or store-level performance

Any additional insights you shall derive ,will be a plus .

**I wish you All the best**.