

Retail Sales Performance Analysis

You are a data analyst at a mid-sized retail chain operating in four regions. The management wants to understand which product categories, regions, and sales reps contribute most to revenue and profit. They are considering changes in inventory and sales strategy for the next quarter and need clear, data-backed recommendations.

Business Questions

- Which product categories generate the most revenue and profit?
- Which region and sales representative performed best in Q2?
- What are the monthly sales trends across all regions?
- Are there underperforming products that need to be reviewed or discontinued?

Expected Deliverables

- Summary dashboard with revenue, profit, and unit sales by category, region, and sales rep
- Trend analysis charts (monthly)
- Recommendations based on performance
- Supporting pivot tables or queries