

# Retail Store: Insights & Strategic Recommendations

## Key Insights

- Low Profit Margin Items:
  - - Mobiles under Electronics category show a low profit margin of 10.07%, indicating either overstocking or slow sales.
  - - These might be less in demand or priced inefficiently.
- High Inventory but Low Profit:
  - - Mobiles again stand out with inventory = 650 and total profit = 65.83, which is low.
  - - Other categories like Home Decor have decent margins but may also be contributing to overstock if not fast-moving.
- High Margin, Low Inventory:
  - - Accessories and Laptops (both Electronics) show high margins (30.47%, 27.45%), suggesting good demand or pricing strategy.

## Strategic Suggestions

- 1. Targeted Promotions for Overstocked, Low-Margin Items
  - - Run seasonal discounts or bundle offers for Mobiles to clear inventory.
  - - Use limited-time offers to create urgency.
- 2. Reevaluate Pricing Strategy
  - - Review Mobiles pricing vs. competitor benchmarks.
  - - Consider raising prices on higher-margin items or renegotiating supplier costs for low-margin ones.
- 3. Inventory Optimization
  - - Reduce reordering or purchasing of Mobiles until current stock is cleared.
  - - Apply JIT (Just-in-Time) inventory for low-demand categories.
- 4. Focus on High-Margin Products
  - - Invest more in marketing and inventory for Accessories, Laptops, and Clothing - Men, which yield better returns.
- 5. Seasonal Trends Monitoring
  - - Profit margin % varies slightly by season (e.g., highest in Summer and Winter). Align stock and promotions accordingly.

FileHomeInsertModelingViewOptimizeHelpFormatData / Drill

Current theme (Tidal)

Themes

Page viewMobileScale to fitMobile

GridlinesSnap to gridLock objectsPage options

FiltersBookmarksSelection Performance analyzerSync slicers

Show panes

# Retail Store

202320242025

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovember

21.29Profit Margin %

70.32KTotal Profit

330.3...sale price

259.9...cost price

Total Profit by region

Total Profit by category

Profit Margin % by season

Sum of transaction_id	Year	region	season	category	sub_category	Sum of sale_price	Sum of cost_price	Sum of inventory_days	Total Profit	Profit Margin %
2066	2023	East	Fall	Clothing	Kids	1,718.89	1,279.96	253	438.93	25.54
1298	2023	East	Fall	Clothing	Men	1,118.51	842.22	328	276.29	24.70
216	2023	East	Fall	Clothing	Women	1,006.24	823.83	180	182.41	18.13
902	2023	East	Fall	Electronics	Accessories	531.60	369.60	56	162.00	30.47
3143	2023	East	Fall	Electronics	Laptops	1,305.51	947.11	437	358.40	27.45
993	2023	East	Fall	Electronics	Mobiles	649.02	583.67	79	65.35	10.07
449	2023	East	Fall	Home	Decor	292.65	195.82	56	96.83	33.09
500500						3,30,304.17	2,59,984.92	102091	70,319.25	21.29

category

All

region

All

season

All

sub\_category

All

Page 1

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Haze

Search

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IN

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