

PROJECT

Retail Sales Business Performance & Profitability Analysis

INTRODUCTION:

This project aims to explore the Retail Sales Business Performance & Profitability Analysis Data to understand top performing products, sales trend of different products, customer behavior. The aim to study how sales and profit strategies can be improved and optimized.

Abstract:

This project focuses on analyzing Retail Sales Business Performance and Profitability to gain insights into key factors driving success in the retail sector. By examining sales data, product performance, and customer behavior, the study aims to identify top-performing products, uncover sales trends across various categories, and understand patterns in consumer purchasing. The findings are intended to support data-driven decision-making for optimizing sales strategies and enhancing profitability. Ultimately, the project seeks to provide actionable recommendations for improving overall business efficiency and market competitiveness.

TOOLS USED:

- MY SQL , Power BI

Steps Involved in Building the Project:

The major aim of the project is to gain insight into the sales data of Retail Sales Business Performance & Profitability Analysis to understand the different factors that affect sales and profits of the different branches

- **Sales Analysis :**

This analysis aims to answer the question of the sales trend of product using Power BI Dashboard. The result of this can help us measure the effectiveness of each sales strategy in Business.

- **Profit Analysis :**

This analysis aims to answer the question of the profits trend of category and segments using SQL queries. The result of this can help us measure the effectiveness of each profit strategy in Business.

Conclusion :

The project concludes that analyzing sales data reveals key factors influencing sales and profits across branches, enabling more informed strategies to optimize performance, enhance profitability, and support business growth.