

Project Overview: Sales & Profitability Analysis

1. Executive Objective

The primary goal of this analysis is to evaluate sales performance across all regions and identify key drivers of revenue growth.

2. Strategic Key Questions

To ensure the data remains focused on business growth, this workbook will address the following key questions:

Product Performance: Which specific products are our "star" performers?

Regional Benchmarking: Which geographic regions are exceeding target sales?

Customer Segmentation: How do different customer types (e.g., Corporate vs. Retail) contribute to overall sales?

Financial Health: What is the consolidated overall profit margin after accounting for taxes and operational costs?

3. Expected Outcomes

Identify Growth Opportunities: Direct marketing budget toward high-potential markets and products.

Operational Efficiency: Optimize supply chains in underperforming regions.

Data-Driven Decision Making: Move from intuition-based to evidence-driven decision-making across all business units.

Key Questions:

- Which products generate the highest sales?
- Which regions perform best and worst?
- How does customer type affect revenue?
- What is the overall profit margin?

ross multiple dimensions—specifically **Regions**, **Products**, and **Customers**.

er Types. By synthesizing this data, we aim to pinpoint high-impact re

venue drivers, track long-term profitability trends, and isolate specific

ic underperforming areas that require strategic intervention.