

Project Overview: Sales & Profitability Analysis

1. Executive Objective

The primary goal of this analysis is to evaluate sales performance across

2. Strategic Key Questions

To ensure the data remains focused on business growth, this workbook

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

Regional Benchmarking: Which geographic regions are exceeding targets?

Customer Segmentation: How do different customer types (e.g., Corporate, Retail) perform?

Financial Health: What is the consolidated overall profit margin after all costs?

3. Expected Outcomes

Identify Growth Opportunities: Direct marketing budget toward high-potential segments.

Operational Efficiency: Optimize supply chains in underperforming regions.

Data-Driven Decision Making: Move from intuition-based to evidence-based decisions.

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?

ss multiple dimensions—specifically **Regions**, **Products**, and **Custom**

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

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

ic underperforming areas that require strategic intervention.