

# Retail Business Performance & Profitability Analysis

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## Introduction:

Briefly explain the purpose of the project, which is to analyze transactional retail data to uncover profit-draining categories, optimize inventory turnover, and identify seasonal product behavior.

## Abstract:

Summarize the project's main findings and the methods used to achieve them. Mention the tools used, such as SQL, Python (Pandas, Seaborn), and Tableau.

## Tools Used:

- Describe each tool used in the project and its role. For example, SQL was used to calculate profit margins by category and sub-category, Python (Pandas) was used to run correlation between inventory days and profitability, and Tableau was used to build a dashboard with filters for region, product type, and season.

## Steps Involved in Building the Project:

1. Import data into SQL and clean missing/null records.
2. Use SQL to calculate profit margins by category and sub-category.
3. Use Python (Pandas) to run correlation between inventory days and profitability.
4. Build Tableau dashboard with filters for region, product type, and season.
5. Derive strategic suggestions for slow-moving and overstocked items.

### **Conclusion:**

- Summarize the key insights derived from the project and how they can be used to optimize inventory turnover and profitability. Mention any limitations or areas for further research.