**Background:**  
Omniretail Pvt. Ltd. is a multi-region retail company with operations in the North, South, East, and West of the country. It sells products across various categories (Electronics, Grocery, Clothing, Home, Toys) through multiple stores.

The company records all its transactions in a centralized system and now wants to optimize performance across stores, product categories, and customer segments.

**Challenges:**

* Some regions underperform compared to others.
* High return rates for certain products.
* Inconsistent use of payment methods across demographics.
* Discrepancies between store performance and category-wise profitability.

**Business Case Problem Questions**

1. Which region has the highest total revenue?
2. Which product category generates the highest revenue on average per sale?
3. What is the return rate per product category?
4. Identify the top 5 products with the highest total sales by quantity.
5. Which store has the lowest revenue but highest number of sales?
6. How do different payment methods impact total revenue?
7. Which customers have made the most purchases in terms of total amount spent?
8. Which quarter sees the highest sales?
9. What is the average unit price per product category?
10. Which product categories have the highest return percentage?

**Submission process:**

* You need to perform SQL queries.
* Connect your queries with Power BI and visualize the whole problem.
* You need to give recommendations against the problems.
* Make an audio (Voice presentation- **English**) and publish it in different social media.
* Ad-hoc analytics outside the problems will carry bonus marks.

**N.B: You give data seems like:**



**N.B: You need to clean it and after cleaning it will be like:**

**Submission Deadline: 20-06-2025**

**Best of Luck**