



PROJECT REPORT:

**‘RETAIL BUSINESS  
PERFORMANCE  
&  
PROFITABILITY  
ANALYSIS’**

PRESENTED BY:

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# Introduction:

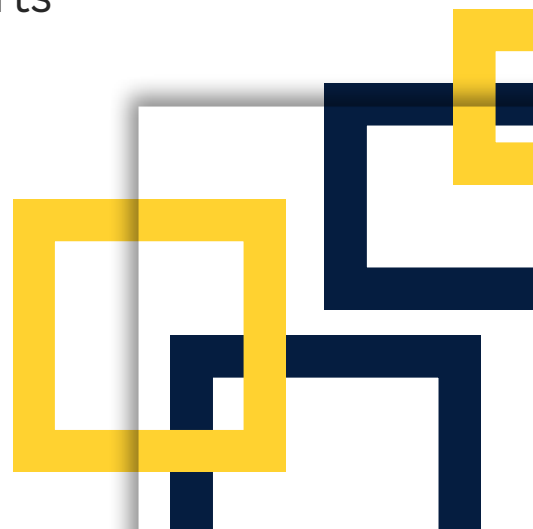
This project focuses on analyzing retail transactional data to evaluate business performance, identify profit-draining categories, and understand sales and profitability trends across products and regions.



## Abstract:

The analysis combines SQL-based data extraction, Python (Pandas) statistical analysis, and Tableau visualization to uncover insights related to profit margins, inventory behavior, and seasonal trends, enabling data-driven business decisions.

## Tools Used:

- SQL (SQLite): Data cleaning, aggregation, and profit margin calculations
  - Python (Pandas): Correlation analysis and data transformation
  - Tableau: Interactive dashboard creation and business insight visualization
  - Excel/CSV: Data validation and result exports
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# Steps Involved in Building the Project:

- Imported and cleaned retail transaction data using SQL
- Calculated profit, revenue, and margins by category and sub-category
- Performed correlation analysis using Python (Pandas) to study inventory and profitability relationships
- Exported result tables for visualization
- Built an interactive Tableau dashboard with filters for region, product type, and season
- Derived actionable insights and business recommendations



## Conclusion:

The project successfully highlights key profit drivers and underperforming product segments. By integrating SQL, Python, and Tableau, the analysis provides clear, actionable insights to improve inventory management, optimize profitability, and support strategic retail decisions.

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