

The retail company is experiencing fluctuations in sales performance and a decline in customer retention rates across its various regions and product categories. Leadership seeks a **data-driven understanding** of customer purchasing behavior, the effectiveness of discount strategies, and key factors influencing revenue and profitability.

The project aims to:

1. Conduct comprehensive **descriptive and statistical analyses** to uncover trends, patterns, and anomalies in sales and customer data using EXCEL.
2. Evaluate the impact of promotional campaigns and discounts on sales performance and profit margins using **statistical hypothesis testing**.
3. Generate **advanced visual insights** through Python (Matplotlib/Seaborn) to support decision-making.
4. Develop an **interactive Power BI dashboard** to monitor KPIs including Revenue, Profitability, Customer Retention, and Product Performance, enabling executives to make informed strategic decisions.

Outcome: Deliver actionable insights that optimize sales strategies, enhance customer engagement, and improve overall business performance.