Internship Project Report

# Retail Business Performance Analysis

# Abstract

The retail sector plays a critical role in driving economic growth and customer satisfaction. With growing competition and rapidly changing customer preferences, analyzing business performance has become essential for strategic decision-making. This project focuses on retail business performance by analyzing sales, profit, category performance, and regional growth trends. Using Tableau dashboards, the project provides data-driven insights to identify profitable segments, track performance, and support decision-making for sustainable growth.

# Introduction

Retail businesses deal with large volumes of transactional and product-level data on a daily basis. Evaluating this data helps organizations identify trends, optimize inventory, understand customer behavior, and improve profitability. The aim of this project is to study the sales and profit performance of a retail business across different categories, subcategories, and regions. Interactive visualizations built in Tableau allow decision-makers to explore key performance metrics, compare trends over time, and take informed actions to maximize business growth.

# Tools Used

- Tableau – For creating interactive dashboards and data visualization.  
- Excel/CSV Dataset – Used as the source of sales and profit data.

# Steps Involved in Building the Project

1. Data Collection – Retail sales dataset containing fields such as category, subcategory, product type, region, sales, and profit.  
2. Data Cleaning & Preprocessing – Removed duplicates, handled missing values, and standardized category names.  
3. Data Modeling – Structured data into dimensions (Category, Subcategory, Region, etc.) and measures (Sales, Profit, Quantity).  
4. Dashboard Development in Tableau –  
 - Built charts to analyze sales vs. profit.  
 - Designed category and subcategory performance dashboards.  
 - Created regional performance analysis with filters and drill-downs.  
 - Developed KPIs for overall performance tracking.  
5. Insights & Interpretation – Identified top-performing categories, low-profit items, and regional variations.  
6. Validation & Testing – Ensured dashboard accuracy and interactivity for end-user usage.

# Conclusion

The Retail Business Performance project successfully provided meaningful insights into sales and profitability trends across multiple dimensions. The Tableau dashboards enabled interactive exploration of data, helping identify profitable categories and underperforming regions. These findings can guide retailers in making data-driven decisions such as inventory optimization, promotional planning, and targeted marketing strategies. Overall, this project highlights the importance of business intelligence tools like Tableau in driving retail success.