Business Problem

Effective inventory and sales management are critical for optimizing profitability

In the retail and wholesale industry. Companies needs to ensure that they are ot incurring losses due to efficient pricing , poor inventory turnover, or vendor dependency. The goal of this analysis is to:

Identify underperforming brands that require promotional or pricing adjustments

* Determining top vendors contributing to the sales and gross profit
* Analyze the impact of bulk purchasing on unit costs
* Assess inventory turnover to reduce holding costs and improve efficiency
* Investigate the profitability variance between high-performing and low performing vendors