

Retail Business Performance & Profitability Analysis

Executive Summary:

This report analyzes retail transactional data to identify profit-draining categories, inventory turnover issues, and seasonal sales behavior using SQL and Python analytics.

Key Insights:

- Slight negative correlation between Inventory Days and Profit indicating slow-moving stock impact.
- Certain categories contribute lower overall profit margins.
- Inventory optimization required to improve profitability.

Strategic Recommendations:

- Reduce overstocked inventory using clearance strategies.
- Optimize pricing for high-demand categories.
- Improve supply chain efficiency to reduce holding costs.