

# Retail Business Performance & Profitability Analysis

## Executive Summary

This report presents insights derived from retail transactional data using SQL and Business Intelligence techniques. The analysis focuses on profitability, inventory turnover efficiency, and seasonal performance trends.

## Key Insights

- Certain product categories show lower profit margins despite high sales volume.
- Higher inventory days slightly reduce overall profitability, indicating slow-moving stock.
- Seasonal sales peaks observed during festive and quarter-end periods.
- Inventory-heavy categories require stock optimization to reduce holding costs.

## Strategic Recommendations

- Implement inventory threshold alerts for slow-moving products.
- Re-evaluate pricing strategies for low-margin sub-categories.
- Optimize procurement cycles to improve cash flow.
- Focus marketing efforts during high seasonal demand periods.