Retail Business Performance & Profitability Analysis

Executive Summary: This analysis aims to diagnose profit inefficiencies, highlight seasonal product behavior, and provide strategic insight into inventory optimization for a grocery retailer.

Key Insights

 - Profitability by Sub-Category: - Dairy: High turnover and good profit margins.

 - Snacks & Cereal: High inventory days and low margins.

 - Seasonal Trends:

 - Spring: Boost in Beverages.

 - Summer: Peak for Dairy & Produce.

 - Winter: Bakery performs well.

 - Region-Wise Trends:

 - West leads in total sales.

 - South has frequent discounts lowering margin.

Recommendations

 1. Targeted Promotions: Clear slow movers using bundle deals.

2. Inventory Realignment: Shift stock based on region-season demand.

3. Product Mix Optimization: Reduce focus on underperforming sub-categories.

4. Seasonal Forecasting: Implement time-series forecasting models.

Tools & Methods Used

 - SQL: Data cleaning and profit calculations.

- Python: Units sold estimation, Avg Daily Sales, Inventory Days.

- Power BI: Dashboards for seasonality, inventory, and profit trends.