Retail Business Performance & Profitability Analysis

Introduction

This project focuses on analyzing transactional retail data to understand business performance, profitability trends, and loss-making product categories.

Abstract

The analysis uses SQL for structured data queries, Python for data processing, and Tableau for visualization to derive actionable business insights.

Tools Used

- SQL

- Python (Pandas)

- Tableau Public

Steps Involved in Building the Project

1. Retail data was cleaned and validated using Python and SQL queries.

2. Category and sub-category level sales and profit were analyzed.

3. Monthly sales trends were identified to understand seasonality.

4. An interactive Tableau dashboard was created to visualize insights.

Conclusion

The analysis revealed that Technology products generate higher profits, while certain Furniture sub-categories incur losses. Optimizing inventory and discount strategies can improve overall profitability.

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