Presentation Script

Project Title: UrbanMart Retail Optimization Analysis

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Slide 1: Title

Hello, my name is Arsen Tagibekov, and this is a business analysis project I completed for a fictional retailer named UrbanMart. The goal of this case was to investigate why profitability had plateaued despite growing sales — and to deliver data-driven recommendations for improvement.

Slide 2: Contents

Here is the list of points that this presentation covers; from Business Background to Business Impact and Conclusion that also provides information on the next steps to optimize UrbanMart's retail.

Slide 3: Business Background

UrbanMart is a U.S.-based multi-category retail brand operating across several regions. The business had shown consistent growth in sales volumes — but profit margins were not following the same trajectory. My analysis focused on identifying what was working and what was underperforming — across customers, products, and geographies.

Slide 4: Problem Statement

We discovered that certain sub-categories were generating losses, discounting strategies were undermining margin performance, and there was limited visibility into which regions and customer segments were truly driving value. This made it difficult for UrbanMart to act strategically.

Slide 5: Project Objectives

My key objectives were:

1. Pinpoint top-selling and least profitable products
2. Segment customer base by revenue and profit contribution

3. Compare regional performance
4. Assess the impact of discounting on margin
5. Recommend clear, actionable improvements"

Slide 6: Methodology

I used the public Superstore dataset rebranded as UrbanMart, working in Excel, Python, and Tableau.

- In Excel and Python, I cleaned and explored the dataset
- In Tableau, I developed an interactive dashboard for key KPIs
- And I documented all findings in a Business Report and Technical Summary

Slide 7: Exploratory Data Analysis (EDA)

Through exploratory data analysis, I found that some sub-categories like Tables and Bookcases were generating significant losses, despite high sales.
Meanwhile, Phones and Binders were strong profit drivers.
The Home Office segment outperformed others in terms of profit margin, and the West region contributed nearly 725K in revenue — more than double the South.

Slide 8: KPI Summary

Our KPI analysis showed:

- Gross Revenue of $2.3 million
- Profit Margin just above 12.5%
- Average Order Value around $458
  It also showed a negative correlation between discounting and profitability — especially when discounts exceeded 30%.

Slide 9: Tableau Dashboard Preview

The Tableau dashboard allowed interactive filtering by region, category, segment, and discount. It helps management explore where profit is leaking — or where promotions are most effective — in real time. It brings the numbers to life.

Slide 10: Key Recommendations

I made five primary recommendations:

1. Reduce or rethink pricing in loss-making categories
2. Promote high-margin products like Phones and Binders
3. Cap discounts at 20% for categories with low margin elasticity
4. Target Home Office customers with tailored offers
5. Audit the South region's pricing and fulfillment strategies
   These were all supported by both quantitative evidence and visual dashboards.

Slide 11: Business Impact

Taken together, these recommendations improve both margin protection and customer targeting. The business can act smarter with discounting, reduce inventory exposure, and replicate successful regional strategies. This analysis gives UrbanMart the visibility and direction it was lacking.

Slide 12: Conclusion & Next Steps

In conclusion, this project demonstrates how business analysis can transform raw sales data into insight — and insight into strategy. The next steps would include testing pricing adjustments, launching region-specific campaigns, and embedding the dashboard into routine decision-making.

Slide 13: Closing

Thank you for reviewing this project. I'd be happy to discuss how the workflow was built or how similar analysis could be adapted to other business functions like supply chain or customer loyalty.