Project Title:

Retail Business Performance & Profitability Analysis

GitHub Repository:

https://github.com/aswith2749v/retail-profitability-analysis

Tools Used:

Python (Pandas, SQLite, Matplotlib), Google Colab

Dataset Used:

Sample_Superstore.csv

Summary:

This project analyzes retail sales and profitability using SQL queries in Python. Key insights include monthly profit trends, top-performing products, and loss-making sub-categories. Visualizations were created to highlight patterns and guide business decisions. A PDF report and code notebook are included in the GitHub repo.