



# Retail Sales Optimization for Growth


## Problem Statement:

A mid-sized retail company operating across multiple regions in India is facing stagnant sales and uneven store performance.

They want to improve overall profitability by identifying:

- Customer buying patterns,
- Best-performing products and stores,
- Opportunities in underperforming regions,
- High-value customer segments.

You are hired as a Business Analyst to work with business stakeholders and provide data-driven recommendations.



## Key Deliverables:

Phase	Tool/Method	Deliverable
Requirement Gathering	Interview Simulation	Business Requirement Document (BRD)
Data Preparation	Excel	Cleaned, merged datasets
Data Analysis	SQL	Insights on sales, customers, products
Visualization	Power BI	Interactive dashboard
Recommendation	PPT/Word	Final presentation with recommendations