

# Global Sales and Profitability Analysis

## Business Problem

A convenience food franchise is evaluating whether to expand operations internationally and requires evidence-based guidance on timing, market selection, and product focus. The business primarily sells meat- and vegetable-based products and operates across multiple global regions.

Given changing consumer behaviour and uncertainty in global markets, leadership seeks to supplement traditional financial indicators with transaction-level sales data to better understand demand patterns and profit potential.

## Objective

To support strategic expansion decisions by analysing global sales data to identify:

- High-performing regions and countries
- Profitability differences between meat and vegetable products
- Seasonal demand patterns
- Revenue and volume trends over time

## Data & Scope

- **Dataset:** Global sales transactions
- **Records:** 200,000+
- **Coverage:** Multiple regions and countries
- **Key variables:** Product type, units sold, revenue, profit, order dates

The analysis focuses on meat and vegetable product categories, with regional and country-level breakdowns.

## Methodology

The project follows a structured ETL and exploratory analysis workflow:

1. **Data validation and cleaning**
  - Data type verification
  - Missing value handling
  - Noise and consistency checks
2. **Exploratory and comparative analysis**
  - Regional spending and profitability comparisons
  - Country-level demand and consumption analysis
  - Revenue trends since 2012
  - Average revenue patterns over a 12-month period
  - Seasonal spending analysis (Spring–Winter)

Findings are supported by summary statistics and visualisations.