

Store Sales & Profit Analysis

Analyzing Performance, Trends, and Profitability.

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Introduction

- **Objective:** To analyze store sales performance and profitability.
- Identify key trends, challenges, and growth opportunities.
- **Scope:** Sales Trends
- Revenue Breakdown
- Profit Margins
- Cost Analysis
- Customer Insights
- Strategies for Growth

Sales Overview

- Total Sales Performance:
(Yearly/Quarterly/Monthly)
- Sales Growth Trends:
(Increase/Decrease over time)
- Comparison with Past Periods

Revenue Breakdown

- Sales by Category: (Products/Departments)
- Sales by Location: (If multiple stores exist)
- Top-Selling Products/Services

Profit Analysis

- **Gross Profit vs. Net Profit**
- **Profit Margins by Category**
- **Key Factors Affecting Profitability**

Cost Analysis

- **Cost of Goods Sold (COGS) Analysis**
- **Operational Expenses Breakdown**
- **Fixed Costs vs. Variable Costs**

Customer Insights

- **Average Purchase Value**
- **Customer Segmentation (Age, Region, Preferences)**
- **Customer Retention Rate & Trends**

Seasonal Trends & Sales Patterns

- **Peak vs. Low Sales Periods**
- **Influence of Promotions, Holidays & Events**

Competitor Benchmarking

- **Comparison with Industry Trends**
- **Market Positioning**
- **Pricing & Strategy Comparison**

Key Challenges & Risks

- Market Challenges (Inflation, Competition, Supply Chain)
- Sales Decline Reasons
- Actionable Solutions

Strategies for Growth

- **Marketing & Promotional Strategies**
- **Improving Profit Margins**
- **Enhancing Customer Experience**

Conclusion & Recommendations

- **Summary of Key Findings**
- **Future Action Plan**
- **Final Takeaways**

Thank you

Github : <https://github.com/harshakadakam/Huber-Regression-case-study-project.git>

Linkedin : <https://www.linkedinmobileapp.com//?trk>