# **Retail Business Performance & Profitability Analysis**

#### Introduction

We analyzed retail sales data from a global superstore to uncover profit-draining categories, optimize inventory strategies, and identify trends in regional and segment performance.

### **Tools Used**

- Power BI
- Microsoft Excel / CSV
- DAX for calculated fields

#### **Visuals Created**

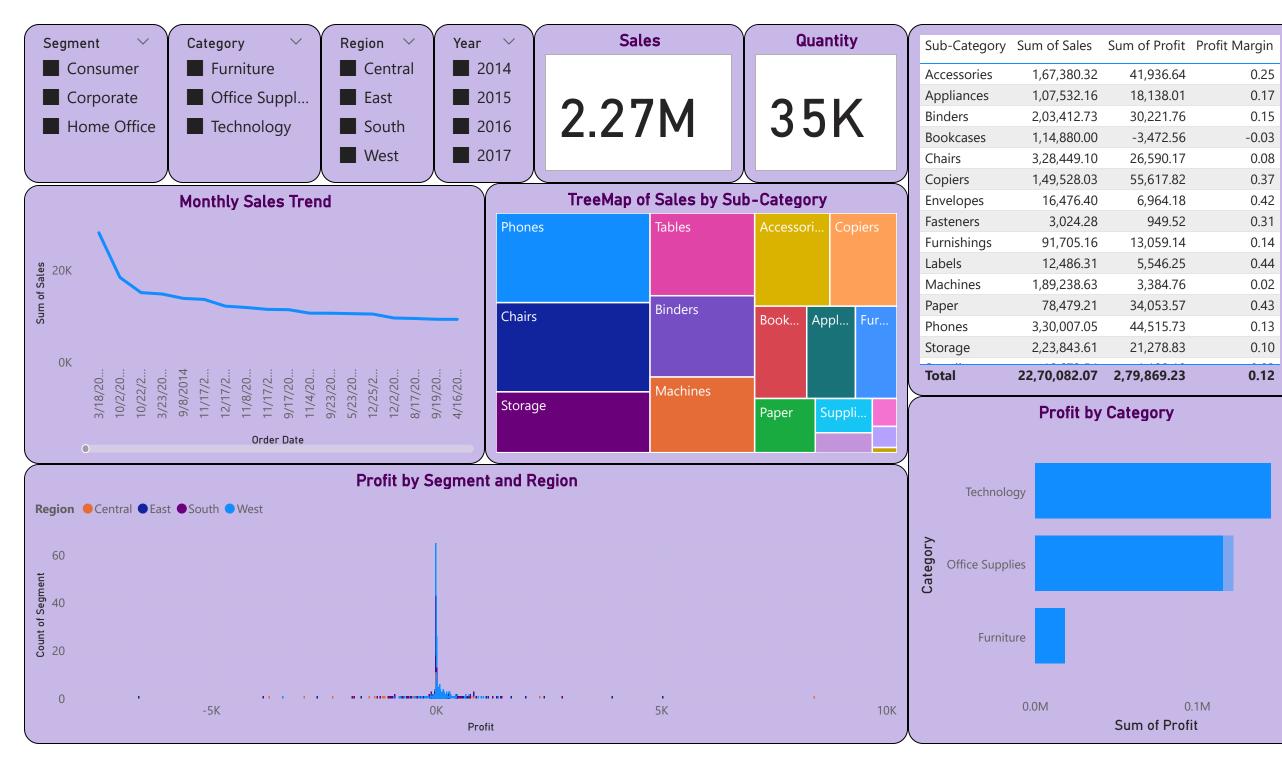
- 1. Profit by Category Bar chart showing least/most profitable categories.
- 2. Profit Margin by Sub-Category DAX-based analysis for margin %.
- 3. Monthly Sales Trend Seasonal revenue trends observed.
- 4. Profit by Region & Segment Identified strongest performing segments per region.
- 5. Sales Treemap Visual distribution of sales across sub-categories.
- 6. Interactive Filters Slicers for Region, Segment, Category, and Year.

## Key Insights

- Furniture category had high sales but low profitability.
- Tables and Bookcases showed margins below 5% despite high volume.
- Q4 saw a consistent spike in sales across regions.
- Consumer segment outperformed in the West region.
- Phones and Chairs are top revenue drivers.
- High discounts negatively impacted profit margins.

#### Conclusion

The business should reduce discounts on low-margin items, especially in the Furniture category, and focus on stock optimization for high-revenue but slow-moving products. Power BI enabled interactive visual analysis, making it easier to derive these actionable insights.



0.25

0.17

0.15

-0.03

0.08

0.37

0.42

0.31

0.14

0.44

0.02

0.43

0.13

0.10

0.12