Exploratory Data Analysis – Retail [Power Bi, Excel]

1. Identify Unprofitable Product Categories:
   * Analysed the profitability (Profit) of different product categories (Category and Sub-Category) to identify areas where the business is not performing well. This can help determine which categories need improvement or potential price adjustments.

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1. Assess Sales Performance by Region:
   * Analysed the sales (Sales) and profitability (Profit) by Region to identify regions that are underperforming or have lower growth rates. This analysis can guide strategies to increase market penetration, improve distribution networks, or focus on specific regions with higher potential.

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1. Explore Customer Segments:
   * Analysed sales and profitability by customer segment (Segment) to identify segments that are generating higher or lower revenue. This information can guide targeted marketing campaigns, personalized offerings, or improvements in customer service for specific segments.

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1. Evaluate Sales Channel Effectiveness:
   * Analysed the impact of different shipping modes (Ship Mode) on sales (Sales) and profitability (Profit). Identify which shipping modes are more popular and profitable, and optimize the distribution and shipping strategies accordingly.

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1. Identify Profitable Cities or States:
   * Analysed sales and profitability by City and State to identify areas with high or low profitability. This analysis can help identify potential expansion opportunities in profitable locations or strategies to improve performance in underperforming areas.

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1. Assess the Impact of Discounts:
   * Analysed the relationship between discounts (Discount) and sales (Sales) or profitability (Profit). Determine the effectiveness of discounts in driving sales and identify any potential issues, such as excessive discounting impacting profitability.

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