Business Case: Sales Performance Analysis

A mid-sized retail company operates multiple stores and sells products across different categories. Management wants to better understand sales performance in order to optimize inventory, pricing, and customer focus strategies.

Your Role: Junior Data Analyst

You have been provided with a sales dataset containing transaction-level information. Your task is to analyze the data using Excel and generate insights that support business decision-making.

Business Questions to Answer:

1. What is the total revenue by store and by product category?
2. Which products generate the highest revenue and sales volume?
3. How does sales performance vary across customer segments?
4. What trends or patterns can you identify from the sales data?
5. What actionable recommendations would you provide to management?