

# Retail Sales Performance – Business Problem

## **Business Background:**

A retail company selling multiple categories through Online, Wholesale, and Direct channels has experienced inconsistent performance across 2021–2022. Despite growth in quantity sold, profit margins have remained unstable. Rising expenditure and monthly fluctuations impact decision-making.

## **Business Problem:**

Management lacks clarity on:

- Why profit is not growing proportionately to sales
- Monthly spikes/drops in performance
- High-expenditure low-profit categories
- Most effective sales channels
- Whether profitability is improving YoY

This creates stockouts, overstocking, weak forecasting, and poor pricing/discount strategy.

## **Project Objective:**

Build a dashboard providing:

- Year-wise Sales, Profit, Expenditure, Quantity
- Monthly trends
- Category-wise performance
- Sales mode analysis (Online/Wholesale/Direct)
- KPI cards (Total Sales, Expenditure, Profit, Quantity).

## **Key Analytical Questions:**

1. Which year performed better?
2. What are the monthly financial patterns?
3. Which categories drive profit vs loss?
4. Which sales mode contributes most?
5. Where is expenditure rising disproportionately?
6. What factors influence profit fluctuations?

## **Expected Outcome:**

Dashboard enables management to:

- Identify profit leakage
- Optimize category & channel performance
- Improve demand forecasting & stock planning
- Strengthen pricing & discount strategy
- Reduce unnecessary expenditure
- Make accurate, data-driven decisions.