Business Problem Statement

The Superstore business, despite robust top-line sales, faces profitability challenges driven by inconsistent regional performance, recurring losses on high-volume transactions, and a detrimental discount policy.

The primary business objective of this analysis is to perform a deep dive into sales and profit drivers to provide actionable, data-backed recommendations that can immediately halt profit bleed, maximize margins, and optimize inventory planning based on established seasonal trends.

Project Deliverables

1. **Data Cleaning & Feature Engineering Log:** Documented processes for data validation and the creation of analytical features (`Profit Margin`, `Lead Speed`, etc.).
2. **SQL Exploratory Analysis:** A collection of advanced SQL queries identifying performance drivers, loss generators, and customer segmentation.
3. **Analytical Report (`raport_portfolio_superstore.md`):** A comprehensive report detailing findings, key insights, and strategic recommendations for maximizing profitability.
4. **Power BI Dashboards:** Visual evidence and summarized KPIs demonstrating seasonal trends, regional performance, and the critical impact of discounting.