**Business Case Study | Retail Sales Data Analysis**

**1. Problem Statement**

**You are a data analyst at Superstore Inc. The head of business operations wants to improve profit margins while increasing sales. There are concerns that some regions, categories or products are dragging down profitability even though they contribute to sales. Also, there are seasonal fluctuations and discount policies that might be hurting profits.**

**2. KPIs**

* **Total Sales:** 488K
* **Total Orders:** 1,850
* **Total Profit:** 53K
* **Profit Margin:** 10.9%
* **Total Quantity Sold:** 6,962

**3. Key Findings**

* **Regional Performance:**
  + West is the most profitable (14.1% margin).
  + South is least profitable (7.2% margin).
  + Central suffers from very high discounts (22%), lowering profitability.
* **Category Performance:**
  + Office Supplies has the highest margin (21.6%).
  + Furniture is loss-making (–1.3%).
  + Technology has strong sales but only moderate margin (11%).
* **Discount Impact:**
  + Higher discounts directly reduce profitability.
  + Central region & Furniture category most affected.
* **Seasonality:**
  + Low profit months: Dec (5.1%), Sep (7.6%), Aug (8.4%).
  + High profit months: May (18.5%), Oct (18%), Feb (16.3%).

**4. Recommendations**

* Focus growth on **West region** and **Office Supplies category**.
* Reevaluate **Furniture pricing & discount strategy** to prevent losses.
* Reduce excessive discounts in **Central region**.
* Plan marketing & pricing adjustments in low-margin months (Dec, Sep, Aug).
* Replicate successful strategies from high-margin months (May, Oct).