

# Retail Sales & Profitability Analysis

## Business Problem Statement

In today's competitive retail industry, companies generate large volumes of transactional data from daily sales operations. However, collecting data alone is not sufficient. The real challenge lies in analyzing this data to extract meaningful insights that support better business decisions.

## Project Objectives

The primary objective of this project is to analyze historical retail sales data to identify trends, profitability drivers, and improvement opportunities using data analytics tools.

This project aims to:

- Analyze overall sales performance and profit trends
- Identify top-performing and loss-making product categories
- Evaluate regional and state-wise sales performance
- Examine customer segments and their contribution to revenue
- Assess the impact of discounts on profitability
- Identify high-value customers for targeted marketing strategies

The analysis will be conducted using:

- Python for data cleaning, preprocessing, and exploratory data analysis
- SQL for structured data querying and business analysis
- Power BI for creating interactive dashboards and visual reports