

# Business Problem Statement – Sales Performance Analysis

## Business Context

The following dataset was provided by a client to evaluate the sales and profitability performance of a company operating across multiple product categories. The data spans multiple years starting from 2014 and includes customer-level, category-level, and time-series sales information. The objective is to transform raw sales data into actionable business insights to support strategic decision-making.

## Key Business Questions

- What is the total sales generated by the company across all years?
- How have total sales changed year-over-year starting from 2014?
- How has profit evolved over time, and are there any noticeable growth or decline patterns?
- Which customers contribute the most to overall profit?
- Who are the top customers based on total profit contribution?
- Which product categories generate the highest sales?
- What is the sales difference between major product categories?
- Which sub-categories are the highest-selling within each category?
- Are there specific categories or sub-categories driving the majority of revenue?
- How does customer purchasing behavior impact profitability over time?

## Analytical Scope

The analysis will involve time-series evaluation of sales and profit metrics, customer-level profitability analysis, category and sub-category performance comparison, and identification of key revenue drivers. Insights derived from this analysis will help the client optimize product strategy, focus on high-value customers, and improve overall sales performance.