

Wholesale Apparel Profitability Analysis (FY 2024–25)

1. Objective

The objective of this analysis is to understand **what drives profitability** in a wholesale apparel business over a full fiscal year (April–March) and to provide **data-driven recommendations** for improving business performance.

This study moves beyond revenue reporting to identify **profitable products, customers, cities, and regions**, enabling better strategic decision-making.

2. Business Problem

Despite consistent sales volumes, the business experienced **uncertainty around profit performance**. Key questions included:

- Which products actually generate profit?
- Which customers contribute most to profitability?
- Are profits concentrated in specific regions or cities?
- Is margin instability driven by demand or pricing/mix issues?

3. Data Overview

Data Scope:

- Fiscal Year: April 2024 – March 2025
- Records: ~650 wholesale transactions

Key Fields Used:

- Company Name
- Product Category (Formal, Cotton, Jeans, Linen, RFD)
- Month (Fiscal Year)
- State & City
- Quantity Sold
- Average Cost Price
- Average Sale Price
- Total Purchase (Revenue)
- Payment Cycle

The dataset includes transactions from Gujarat and select non-Gujarat states to enable regional comparison.

4. Methodology

4.1 Data Modeling

- Loaded transactional data into Power BI
- Created a separate Month Dimension table to ensure correct fiscal month ordering
- Established a one-to-many relationship between the Month Dimension and the fact table

4.2 Measures Created

- Total Revenue
- Total Cost
- Gross Profit
- Gross Margin %

All profitability metrics were created as **measures** to ensure dynamic behavior with filters and slicers.

5. Dashboard Structure

The dashboard was designed for **executive-level consumption**, focusing on clarity and decision relevance.

5.1 KPI Cards

- Total Revenue
- Total Cost
- Gross Profit
- Gross Margin %

5.2 Core Visuals

- Monthly Gross Profit Trend (Fiscal Year)
- Profit Contribution by Product
- Profit Contribution by State
- Top 10 Customers by Gross Profit

Interactive slicers were added for Month, Product, and State to enable drill-down analysis.

6. Key Insights

1. Gujarat contributes the majority of total profit.
2. Gross margins remain stable at approximately 26% across the fiscal year.
3. Formal pants are the highest profit-contributing product category.
4. Ahmedabad is the top profit-generating city.
5. A small group of customers drives a disproportionate share of total profit.
6. High revenue does not always correlate with high profitability.

7. Business Interpretation

The analysis indicates that **profitability is driven more by product mix, customer quality, and pricing discipline** rather than overall sales volume. Stable margins suggest consistent pricing, while profit concentration highlights dependency risks on specific regions and customers.

8. Recommendations

- Prioritize high-margin products such as Formal and Linen categories.
- Focus retention and negotiation efforts on top profit-contributing customers.
- Re-evaluate pricing and discounting strategies for high-volume, low-margin accounts.
- Reduce regional concentration risk by expanding into higher-margin non-Gujarat markets.

9. Tools Used

- Microsoft Excel (data preparation)
- Power BI (data modeling, analysis, and visualization)

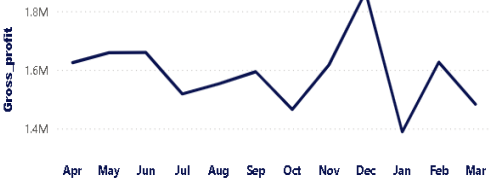
10. Conclusion

This project demonstrates a structured Business Analyst approach—starting from an ambiguous business problem, translating it into analytical questions, and delivering **clear, actionable insights**. The outcome supports informed decision-making focused on sustainable profitability rather than volume-driven growth.

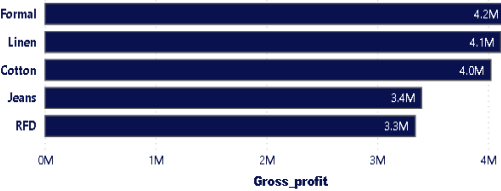
Dashboard Snapshot



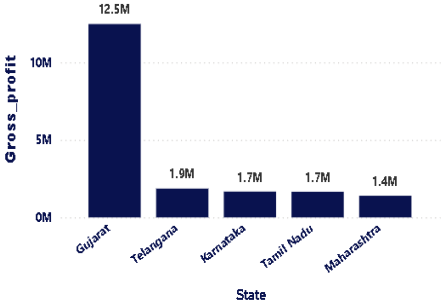
Monthly Profit Trend



Profit contribution by product



Gross profit contribution by state



Top 10 customer by Sales	
Company_Name	Sum of Total_Sales
Urban Edge	1948307
Supreme Threads Co	1443585
Janta Garments	1435959
Regal Clothing	1409684
Vintage Wear	1390172
Vintage Apparel	1379252
Prime Wear	1361134
Pioneer Textiles	1344871
Golden Threads	1304124
TrendSet Co	1282781

Key Business Insights

1.Gujarat contributes most profit.

2. Margins remain stable (~26%).

3. Formal pants are the highest profit-contributing product.

4. Ahmedabad is the top profit-generating city.

5. A small group of top customers drives most of the profit.