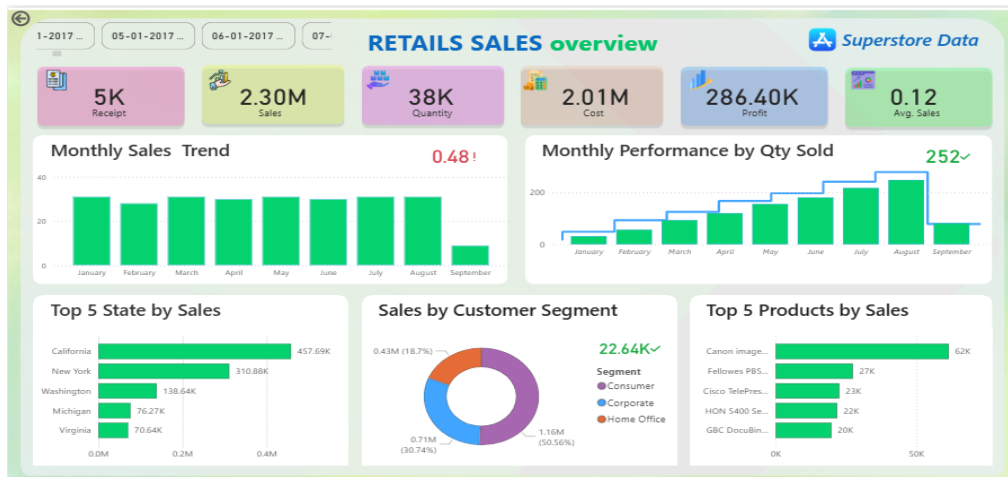


# Retail Business Performance & Profitability Analysis

Prepared by: **Vishal Kumar**  
Email: vishalnfskumar@gmail.com

## Dashboard Overview:



## SQL Query Outputs:

```
25 -- 2.Profitability by Category
26 • SELECT Category,
27       round(SUM(Sales),2) AS TotalSales,
28       round(SUM(Profit),2) AS TotalProfit,
29       ROUND((SUM(Profit) / SUM(Sales)) * 100, 2) AS ProfitMarginPercent
30 FROM SuperStore
31 GROUP BY Category
32 ORDER BY ProfitMarginPercent ASC;
```

Category	TotalSales	TotalProfit	ProfitMarginPercent
Furniture	733046.86	16980.77	2.32
Office Supplies	703502.93	120489.89	17.13
Technology	835900.07	145387.1	17.39

```
37 -- 3.Profitability by Category
38 • SELECT 'Sub-Category',
39       round(SUM(Sales),2) AS TotalSales,
40       round(SUM(Profit),2) AS TotalProfit,
41       ROUND((SUM(Profit) / SUM(Sales)) * 100, 2) AS ProfitMarginPercent
42 FROM SuperStore
43 GROUP BY 'Sub-Category'
44 ORDER BY ProfitMarginPercent ASC;
45 • select * from SuperStore;
```

Category	TotalSales	TotalProfit	ProfitMarginPercent
Furniture	733046.86	16980.77	2.32
Office Supplies	703502.93	120489.89	17.13
Technology	835900.07	145387.1	17.39

49	-- 4.Monthly Trends
50	• SELECT YEAR('Order Date') AS Year,
51	round(SUM(Sales),2) AS MonthlySales,
52	round(SUM(Profit),2) AS MonthlyProfit
53	FROM SuperStore
54	GROUP BY YEAR('Order Date')
55	ORDER BY Year;
56	
57	
58	
Result Grid   Filter Rows:   Export:   Wrap Cell Content:	
	Category TotalSales TotalProfit ProfitMarginPercent
	Furniture 733046.86 16980.77 2.32
	Office Supplies 703502.93 120489.89 17.13
	Technology 835900.07 145387.1 17.39
62	-- 5.Region Trends
63	• SELECT Region,
64	round(SUM(Sales),2) AS TotalSales,
65	round(SUM(Profit),2) AS TotalProfit,
66	ROUND((SUM(Profit)/SUM(Sales))*100,2) AS ProfitMarginPercent
67	FROM SuperStore
68	GROUP BY Region;
69	
70	
71	
Result Grid   Filter Rows:   Export:   Wrap Cell Content:	
	Category TotalSales TotalProfit ProfitMarginPercent
	Furniture 733046.86 16980.77 2.32
	Office Supplies 703502.93 120489.89 17.13
	Technology 835900.07 145387.1 17.39

Key Insights:

1. Furniture category has lowest profit margin (~2.3%), highlighting profit-draining risk.
2. Office Supplies & Technology show strong profitability (>17%).
3. Seasonal monthly trends reveal peaks in Q3, suggesting stock adjustments.
4. Regional analysis identifies areas contributing maximum profit.
5. Action: Reduce discounts & optimize inventory for Furniture to improve profitability.