

Profit and Loss Analysis of AmazingMart Store

Agenda

Project Recap

Problem

Process

Profit per category
and sub category.

Project recap

Problem

Process

Insights

Summary

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AmaingMart, a Retail store that supplies Furniture, Office Supplies and Technology products to customers across Europe.

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Analysis to find the Insights into the profit of orders of AmazigMart store from the year 2013 to 2016

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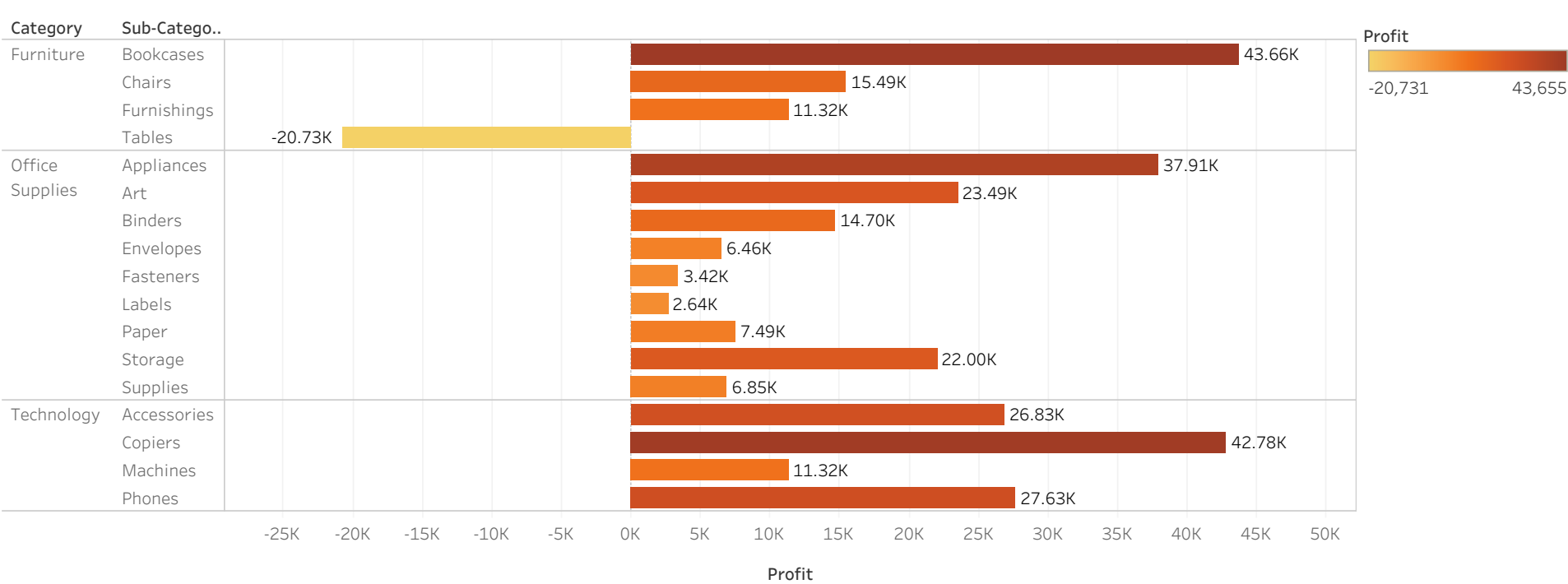
Profit per category and sub category.

Customers profitability

1. Data understanding
2. Data cleaning
3. Data modelling
4. Data Analysis
5. Uncover Insights

Profit and Loss Analysis of AmazingMart Store

Problem	Process	Profit per category and sub category.	Customers profitability	Profit per country
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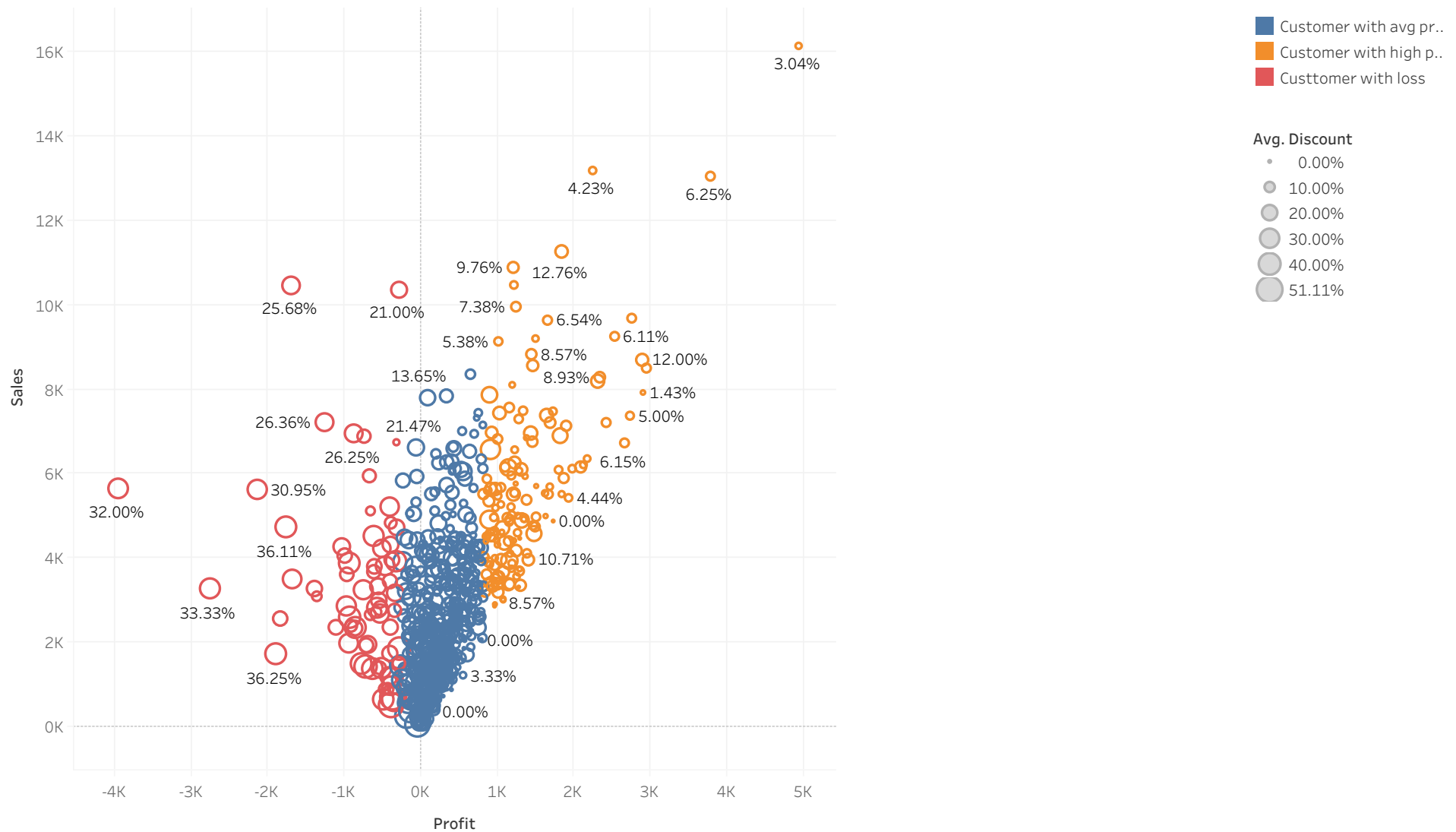
Process

Profit per category and sub category.

Customers profitability

Profit per country

Profit Insights



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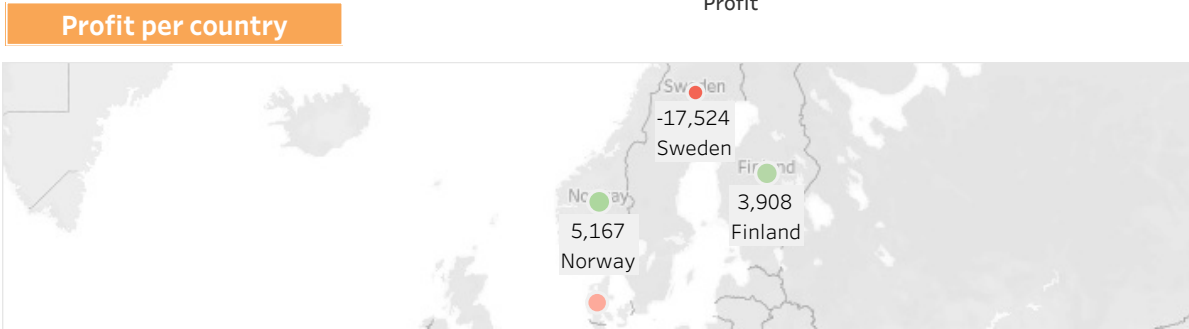
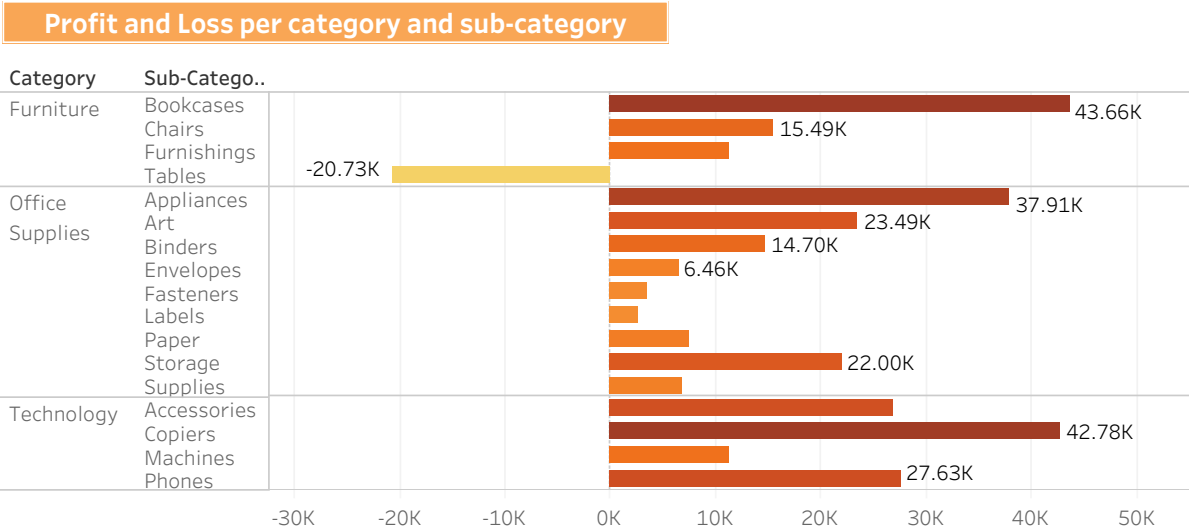
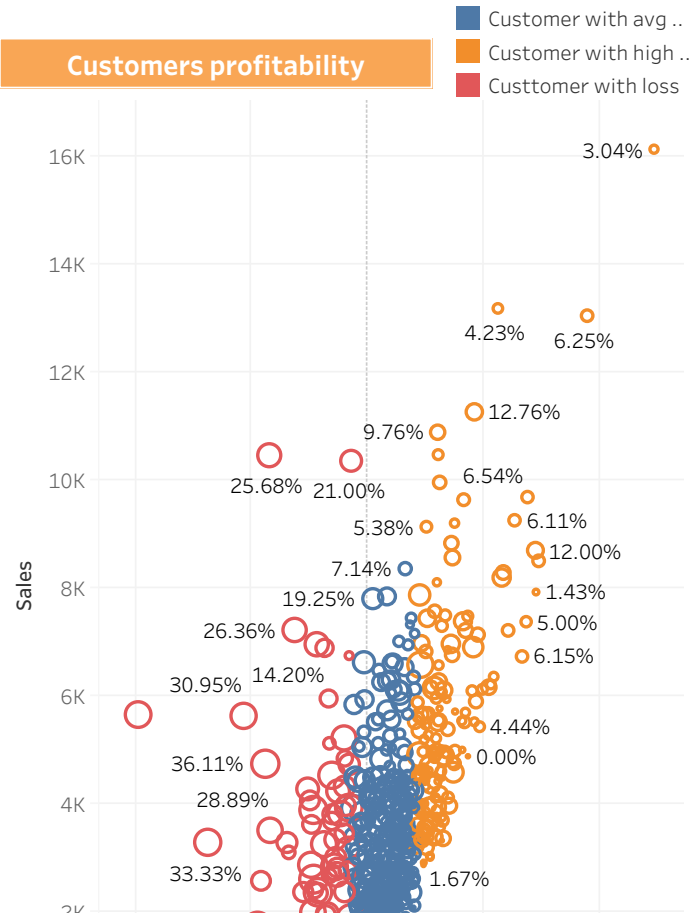
Profit per category and sub category.	Customers profitability	Profit per country	Profit Insights	Summary
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Profit per category and sub category.	Customers profitability	Profit per country	Profit Insights	Summary
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Category													Region
All						2013	2014	2015	2016				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	



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Profit per category and sub category.	Customers profitability	Profit per country	Profit Insights	Summary
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Analysis:

- 1. Bookcases and copiers demonstrated strong demand and generated substantial revenue moreover tables did not outweigh the associated costs, resulting in a loss for the company.
- 2. United Kingdom, Germany, and France exhibited a higher demand for the products offered by Amazing Mart, leading to increased sales and greater profitability.
- 3.the analysis indicated that offering steep discounts on products resulted in reduced profit margins or even losses.discounts exceeding 25% had a negative impact on Amazing Mart’s profit. This suggests that a more cautious approach should be taken when implementing discount strategies.

Insights:

By focusing on the profitable categories such as bookcases and copiers, as well as targeting the geographies with high profit potential like the UK, Germany, and France, Amazing Mart can capitalize on its strengths and maximize profitability. Additionally, a careful evaluation of pricing strategies, particularly when applying discounts, should be considered to ensure that profit margins ..