PROBLEM STATEMENT

* ANALYSE COMPETITIVE MARKET
* ANALYSE MARKET CHANGES SO AS TO ADAPT TO THEM
* CUSTOMER AGE GROUP
* GENDER DISTRIBUTION
* GEOGRAPHIC LOCATION

ANALYSE CUSTOMER PREFERENCES FOR BETTER CUSTOMER ENGAGEMENT AND RETENTION.

* OPTIMIZE INVENTORY LEVELS
* ENSURE AVAILABILITY OF TOP SELLING PRODUCTS

IDENTIFY PEAK SALES PERIOD

* CUSTOMER DEMOGRAPHY
* CUSTOMER LOYALTY AND PURCHASE FREQUENCY
* CUSTOMER FEEDBACK

CUSTOMER ANALYSIS

* ANALYSE SALES OF EACH PRODUCT TO IDENTIFY TOP SELLING PRODUCT.
* INVENTORY OF EACH PRODUCT.

PRODUCT ANALYSIS

* TOTAL REVENUE
* SALES TREND OVER TIME

SALES ANALYSIS

**IDENTIFY GROWTH OPPORTUNITY IN RETAIL BUSINESS**