

# **Business Problem Statement**

A leading retail company aims to better understand customer shopping behavior to improve sales performance, customer satisfaction, and long-term loyalty. Management has observed shifts in purchasing patterns across customer demographics, product categories, and sales channels.

The objective of this analysis is to identify key drivers of consumer behavior - such as pricing, reviews, seasonality, and subscription status and determine how these factors influence purchasing decisions and repeat purchases.

## **Core Business Question:**

**“ How can the company leverage consumer shopping data to identify actionable trends, strengthen customer engagement, and optimize marketing and product strategies? ”**