Data Understanding and type of Data for Analysis

We are working with a structured dataset that was provided(Retail Forecasting sheet), provided in a CSV format. The data covers both categorical and numerical values and it has the following attributes; 'product', 'date', 'Sales', 'price Discount', 'In-store Promo', 'Catalogue', 'Store End promo', 'Google_mobility', ' Covid_flag', 'V_Day', 'Easter', 'Christmas'. Data exploration shows that there are no duplicates nor missing values, some right skewed distribution in the 'Sales' column, left skewed distribution in the 'Google_mobility' column and random distribution in 'price Discount' column.

There are some outliers in the data that need further investigating, and incase of any true outliers we will be replacing with the average value of the column.Our objective is to forecast retail product demand to enhance supply chain optimization and inventory control for the company. One limitation we might face is the lack of detailed customer demographics which might limit our ability to further segment customers.