1. Double revenue while keeping cost low within the next 8 years. & Maximize performance of sale people worldwide.
2. I will speak with different stakeholders in the business to get their opinions on the business problem and also their concerns.
3. I will look at the approach the business has been using to manage the above business problems and explore the available data.

Hypothesis will cover

* Sales revenue to cost ratio (segmented into geography demographic and product category)
* Sales rep performance to product categories (segment into geography and demography)
* Who are the target customers
* Which medium do they use to purchase the product (online, in-store or both)
* How often do they shop (one-off or repeat buyers)
* What customer service channel is available to the customers (social media, phone, and email)
* Look at the method of payment by customers

1. Operational data, sale data, customer relationship data (complains, reviews and inquiries), inventory data, returns data, real-time events data
2. I will start by using descriptive statistics to understand what has happened in the business and eliminate any outlier or inaccurate data. I progress with time series analysis to discover any patterns or trends in the data. Use segmentation analysis to breakdown any trends or pattern. I will validate sales performance using Regression analysis to understand the relationship between sales and dependant( shelf placement, product type, ets) or independent variables (social media, events, weather and ets). I will do comparative analysis to compare sales method/channel.
3. I will use charts and do cluster analysis to present the opportunity and also a data table/matrix to show the model.