**Strategic Plan of Action for Data Utilization**

**Data Overview:**

1. **Sales Data:** Includes transaction\_id, timestamp, product\_id, category, customer\_type, unit\_price, quantity, total, payment\_type.
2. **Sensor Storage Temperature:** Consists of id, timestamp, temperature.
3. **Sensor Stock Levels:** Contains id, timestamp, product\_id, estimated\_stock\_pct.

**Plan of Action:**

1. **Data Integration:**
   * Merge sales data with sensor data (temperature and stock levels) using common fields (product\_id, timestamp) to create a comprehensive dataset.
   * Ensure data quality and consistency during the integration process.
2. **Analytical Objectives:**
   * **Sales Performance Analysis:** Examine sales trends, product performance, and customer preferences.
   * **Inventory Management:** Utilize sensor stock levels to optimize stock management and reduce waste.
   * **Temperature Impact Assessment:** Analyze the impact of storage temperature on product sales and stock levels.
3. **Predictive Modeling:**
   * Develop predictive models to forecast sales and stock requirements.
   * Utilize temperature data to predict potential product spoilage or quality issues.
4. **Client Engagement:**
   * Provide actionable insights to the client for strategic decision-making.
   * Offer recommendations for improving sales performance and operational efficiency.
5. **Continuous Monitoring and Adjustment:**
   * Implement dashboards for real-time monitoring of key metrics.
   * Regularly review and adjust strategies based on data-driven insights.