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Project Proposal

For our project, First we would ask the stakeholder leading questions such as what area of the business needs improving, what were some of the concerns last quarter, and are we improving the current customer UX. Next we would figure out the transaction level to narrow the data specifically, what items are being sold and tracked, and how users rate their experience using our platform, and what demographic are we trying to reach, are we maintaining sales quota (do we need to connect with the sales team?). Next, utilizing the electronic retail system data, we would filter the data to our specific needs and analyze any trends.