Business Problem Statement

Maven Toys, a retail chain specializing in toys and games, operates multiple stores across various cities. Despite having a wide range of products and a growing number of stores, the company is struggling with **inefficient inventory management**, **unclear sales performance trends**, and **suboptimal profitability**. The management lacks actionable insights to make informed decisions about stock replenishment, product pricing, and store performance. This has led to issues such as overstocking, stockouts, and missed sales opportunities, ultimately affecting the company's bottom line.

The goal of this project is to **analyze sales data, inventory levels, and product performance** to identify key trends, inefficiencies, and opportunities for improvement. By leveraging data-driven insights, Maven Toys aims to:

1. **Optimize inventory management** to reduce overstocking and stockouts.

2. **Improve sales performance** by identifying high-performing products and stores.

3. **Enhance profitability** by analyzing product margins and pricing strategies.

4. **Forecast demand** to better align inventory with customer needs.

5. **Identify regional trends** to tailor product offerings and marketing strategies.