



# Sales Store

Dataset



# Store Background

- A retail store chain tracks daily sales transactions, including order details, customer info, product categories, order times, and order status.
- The business wants to optimize operations, improve customer experience, and increase profitability using data-driven decisions.



# Problem Statement



Because of this, they are missing chances to earn more, losing customers, and making poor business decisions.

## Problem



- The store doesn't have a clear idea about
- which products sell the most,
- customers preference,
- which items bring in the most profit, and
- where things are going wrong in delivery or operations.

## Solution

They need proper reports and simple insights to understand their sales, customers, and product performance better.

**ISSUE**

**SOLUTION**

# Why it need to be Solved

Without proper insights:

- ◆ Missed sales opportunities
- ◆ Poor inventory and staffing decisions
- ◆ Increased operational costs
- ◆ Low customer satisfaction
- ◆ Inaccurate business forecasts

Solving this will help increase revenue, improve service quality, optimize operations.



# Stakeholders

Stakeholders are the people or teams who are directly affected by business decisions and use sales insights to improve their work and the company's performance.



# Business Problems ?

- 1 What are the top 5 most selling products by quantity?
- 2 Which products are most frequently canceled ?
- 3 What time of the day has the highest number of purchases?
- 4 Who are the top 5 highest spending customers?
- 5 Which product categories generate the highest revenue?
- 6 What is the return/cancellation rate per product category?
- 7 What is the most preferred payment mode?
- 8 How does age group affect purchasing behavior?
- 9 What's the monthly sales trend?
- 10 Are certain genders buying more specific product categories?

