

**National College of Ireland**

**Business Intelligence & Business Analytics**

**Project Proposal**

**Group 25**

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**The Dataset:** Supermarket chain in Myanmar which contains three months data record of three different branches.

**Relevant information:** Branch, City, Customer type (Member or Non-member), Gender, Product line, Payment method, Rating.

**Project Idea:** We are planning to use this dataset to understand and analyze how they work out the process of pricing of various products, and their approach towards inventory management, product line promotions, seasonal discounts, as well as customers aspects such as gender and preferred payment methods.

An analysis of this dataset will also reveal how they can use data science tools and techniques to estimate their monthly sales and maximize their profit based on the customers that are already members and those who are not.

After that, implement end-to-end BI and analytics system to estimate the product prices based on the information and rating provided by the users to help the company understand their customers and perform possible amendments which will help them increase their sales and revenue.