Project Title:

Smart Market Insights: Helping Local Traders Make Data-Driven Decisions

**Problem Statement:**

Many local market vendors in places like Owo don't have access to clear insights about which products are in high demand, pricing trends, or competitor behavior. This leads to missed opportunities and waste.

**Solution:**

Using a mobile-friendly data analysis tool like Power BI Mobile, Google Sheets + Datawrapper, or Tableau Public, I:

1. Collected sample data from a local market (e.g., prices, inventory, and demand of foodstuff) in Owo.

2. Cleaned and analyzed the data on mobile phones using Google Sheets.

3. Visualized the insights using Datawrapper or Tableau Public, both of which can work on mobile browsers.

4. Narrated how a trader can use these insights to:

* Know what to restock
* Set competitive prices
* Reduce waste and boost profit

**AI Integration**:

I used ChatGPT or Google Gemini to:

* Suggest trends or predictions based on the market data.
* Help with crafting user-friendly summaries or recommendations.
* Generate a “report” traders can read easily.