**D599 Task 3 Scenario**

**Scenario: Allias Megastore Project Overview**

In the retail industry, data can provide a broad range of information. Specifically, a sales dataset is an important resource for companies to gain insights into aspects of consumer behavior and retail operations in an increasingly competitive marketplace.

Each entry in the provided Allias Megastore dataset represents a specific sale or order. The data includes essential details, such as the product purchased, the customer involved, the date of the transaction, and the geographic location of the sale. By analyzing this data, analysts can uncover patterns, trends, and correlations that offer valuable insights into the Megastore’s business performance and customer preferences.

Key components of the Allias dataset are its product, customer, geographic, and supply chain data. By analyzing product sales, customer behavior, geographic trends, and supply chain dynamics, the Allias corporation can gain valuable insights into its operations, identify areas for improvement, and implement targeted strategies to drive growth and success. This kind of analysis can impact and drive strategic decision-making and improve retail business performance.

As a data analyst for Allias, you have been asked to analyze the clean dataset to explore the sales data, identify trends, and compare key metrics. The dataset contains information about sales transactions from the Allias retail corporation. It includes details about products, customers, orders, and sales across different regions and product categories.

**Data Dictionary**

Key columns in Allias Megastore tables include the following (the format is "Column Name: Description"):

1. **Order ID:** A unique identifier for each sales order
2. **Customer ID**: A unique identifier for each customer
3. **Product Name:** The name of the product
4. **Quantity:** The quantity of the product sold
5. **Invoice Date:** The date the item was ordered and invoiced
6. **Unit Price:** The cost of the item
7. **Total Cost:** The total cost of the item purchased based on quantity
8. **Country:** The country of the customer's location
9. **Discount Applied:** The discount applied to the order
10. **Order Priority:** The priority of the order
11. **Region:** The regions of the customer's location
12. **Segment:** The market segment to which the customer belongs
13. **Expedited Shipping:** A delivery option for faster shipping
14. **Payment Method:** A unique identifier for each product
15. **Customer Rewards Member:** Customer enrolled in rewards program