**Business Case to CEO:**

We have chosen the "Retail Sales Data" dataset from Kaggle.com/datasets. This dataset contains a large amount of sales data from a retail company, including information on the products sold, the customers who purchased them, and the dates and locations of the transactions. By analyzing this data, we can gain valuable insights into the performance of the company and identify areas for improvement.

For example, we can use the data to identify the most popular products and the most profitable product categories. This information can be used to inform purchasing and inventory decisions, as well as marketing and advertising efforts. Additionally, we can use the data to identify patterns in customer behaviour, such as which customers are most likely to make repeat purchases and which promotions are most effective at driving sales.

By using this data to inform our decisions, we can improve the performance of the company and drive increased revenue and profitability.

**Business Case to data science/programming team head:**

We have chosen the "Retail Sales Data" dataset from Kaggle.com/datasets. This dataset contains a large amount of sales data from a retail company, including information on the products sold, the customers who purchased them, and the dates and locations of the transactions. We plan to use this data to build a predictive model that can forecast sales and identify patterns in customer behavior.

The dataset contains a large number of features such as product information, customer demographics, and purchase history. We will need to perform data preprocessing, feature engineering and feature selection to prepare the data for modeling.

We will use Machine Learning algorithms such as Random Forest, XGBoost or LightGBM to build the predictive model. To evaluate the performance of the model, we will use metrics such as accuracy, precision, recall, and F1-score.

The final output of this project will be a web-based application that can be used by the company to forecast sales and identify patterns in customer behavior. This will help the company to make data-driven decisions and improve the performance of the company.