**Glidion Brand Report Requirement Document**

**1. Dataset Ideas**

You can either generate synthetic data or find public datasets related to gaming hardware sales. Your dataset should include:

* **Customer Information:** Age, location, gaming platform (PC, Console), purchase history.
* **Product Information:** Category (keyboard, mouse, etc.), brand, price, features (wired/wireless, RGB, mechanical, etc.).
* **Sales Data:** Monthly sales, revenue, profit margins, discount rates.
* **Marketing Performance:** Ad spend, impressions, click-through rate (CTR), conversion rates.
* **Customer Reviews & Feedback:** Ratings, sentiment analysis (positive, neutral, negative).
* **Website Traffic & Engagement:** Page views, bounce rates, popular product pages.

**2. Analysis & Reports**

Here are different analyses you can perform:

**a) Sales & Revenue Analysis**

* Identify **best-selling products** and seasonal trends.
* Compare **sales performance across different platforms** (Amazon, website, retail stores).
* Analyze **profit margins** and the impact of discounts.

**b) Customer Segmentation**

* X Group customers based on **purchasing behavior** (casual vs. pro gamers).
* Identify **high-value customers (VIP buyers)** using RFM (Recency, Frequency, Monetary) analysis.
* Segment customers based on gaming preferences (PC, PlayStation, Xbox, Mobile).

**c) Marketing Effectiveness Analysis**

* Track **ad performance and ROI** from different platforms (Google Ads, Instagram, Twitch sponsorships).
* Identify the impact of **discount campaigns** on sales.
* Evaluate **social media engagement trends** and customer sentiment.

**d) Inventory & Supply Chain Analysis**

* Track **inventory turnover rate** to identify slow-moving products.
* Forecast **demand for different peripherals** using historical data.
* Identify **supply chain bottlenecks** and optimize stock levels.

**e) Customer Review & Sentiment Analysis**

* Perform **NLP-based sentiment analysis** on customer reviews.
* Identify **common pain points** (e.g., durability issues with gaming keyboards).
* Compare **product ratings across different marketplaces**.

**3. Dashboard Ideas (Using Power BI/Tableau)**

For visualization, create interactive dashboards:

**a) Executive Sales Dashboard**

* Monthly sales, revenue, profit margins.
* Top-selling products and underperformers.
* Revenue by region/country.

**b) Customer Insights Dashboard**

* Demographics of customers.
* RFM segmentation and loyalty metrics.
* Purchase frequency by product type.

**c) Marketing Performance Dashboard**

* Ad spend vs. revenue.
* Traffic and conversion rates.
* Social media engagement metrics.

**d) Inventory & Demand Forecasting Dashboard**

* Stock levels and reorder alerts.
* Demand prediction for upcoming months.
* Supplier performance tracking.

**Tools to Use**

* **Data Cleaning & Analysis:** Excel, SQL, Python (Pandas, NumPy)
* **Visualization & Dashboarding:** Power BI, Tableau, Google Data Studio
* **Sentiment Analysis:** Python (NLTK, VADER), Power BI with text analytics
* **Predictive Analytics:** Machine Learning with Python (Scikit-learn, Prophet)