# Reminders...

- You'll use **this file** for the entirety of this capstone. Save it in a place where you can easily access it over the upcoming weeks.
  - You can edit and save this document in Google Drive
  - If you download this document, keep it in a place you can find it later
- The content you put into this document will be used later
  - It is recommended that you do not skip any capstone readings
- Feel free to customize this slide deck to make it your own, but make sure to answer all the questions in the prompts
- Requirements:
  - Answer all the questions in this document
  - When complete, download this as a PDF document for submission in the peer review assignment.
  - Don't know how to download as a PDF? You can find more information about downloading this by clicking here.
  - Remove this slide before submitting

Images from Inu + Neko

Here are a few images that can be used throughout your deck that are part of the Inu + Neko image library.
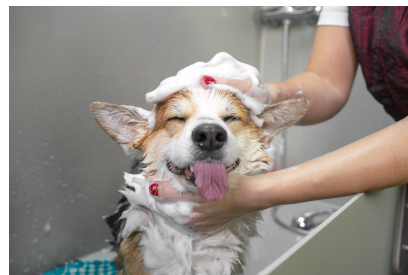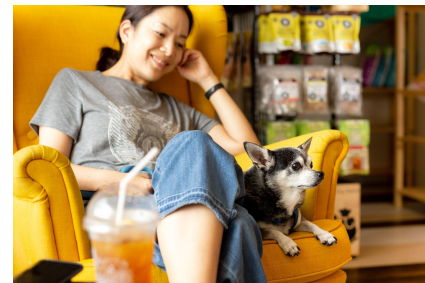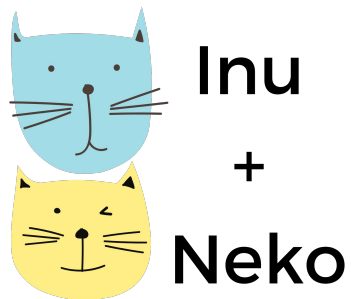
Course 2 Capstone

The OSEMN Process

Give at least two example questions you would want to answer as an analyst that relates to Inu + Neko's business problem.

Remember a good question includes a focus on something that is actionable and follows the SMART goal principles (specific, measurable, attainable, relevant, & timely).

Enter your answer here:
1. What are the top 10 similar or different popular products new customers are buying more than that of the past customers?
2. Which states we should target more to capture large target audience?
3. What is the difference in numbers of past and present customers?

What information do you think would be particularly important to your analysis for Inu + Neko?

Enter your answer here: I think I should find the popular product lists, how much the customers are buying these and what are the prices of these products.

How would you go about gathering this information?

Enter your answer here: For finding popular selling products, I just need to count the sold items and sort them in descending orders. Then, for prices of these products, I can simply look through the price column because it will be already sorted according to products. Also, I can just count the customers to see number differences

What are some potential issues or roadblocks can you see in trying to get this information to address Inu + Neko's business problem?

Enter your answer here: Uncleaned or biased data can be a great issue. Also, I have no clear idea how will be the data, is it combined with past and present customers, then it will be hard to analyze too.
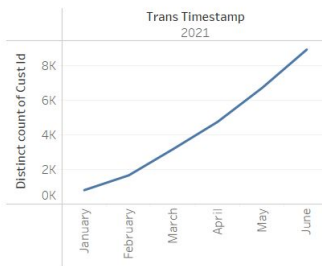
Your Data Visualization

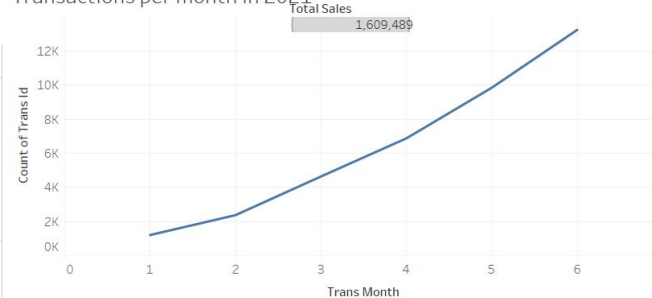Using Tableau, create the *requested visualization (Placeholder)*
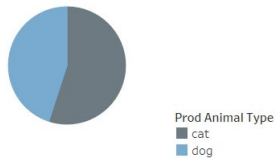
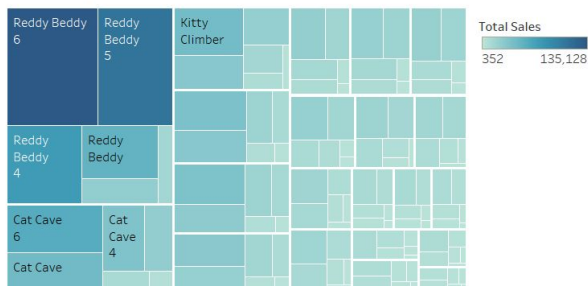What does this visualization show about the data?

Enter your answer here:
Chart 1: The pie-chart represents popular product types which is cats and dogs.
Chat 2: The line chart shows how number of customer changes over the months of 2021
Chart 3: This 3rd chart presents how product sales increase over 2021
Chart 4: Fourth diagram depicts popular products total sales by every month.
Chart 5: the last

This visualization shows the increase number of customers over the months of 2021. We can see a sharp rises in the numbers

Does this visualization align with what we've seen so far from the data?

We can see from the visualization that
1. Cat product is sold more than that of dogs but both has best total sales
2. The most popular product is the dog product, Reddy-beddy, and its sales is also highest in the most targeted areas such as New york, pennsylvania .
3. Both new and returning customers are increasing over time.

What recommendations would you give Inu + Neko based on the model results?

Enter your answer here: I would suggest to rise the stocks of the stores of every outlets of the cities, specially New york. Because everywhere, the customers are increasing and their buying behavior is being more frequent. The popular Top ten products should be always available in the stores.

What recommendations would you give Inu + Neko based on the model results?

Enter your answer here:

What can you say about the current state of the business?

Enter your answer here: Current state is very profitable. The returning customers are there, new customers are also Increasing. Popular category is cat though, still there are great margin of sales of dogs product as well.

What projections can you make about the future state of the business?

Enter your answer here: Their business, numbers of customers both returning and new will continue to grow if there Is proper advertisement campaign and enough stocks in important and big cities.

What would you recommend to Inu + Neko?

Enter your answer here:

What more work could be done to expand on your analysis?

(You won't need to do this but state what would be good next steps for a follow-up analysis.)

Enter your answer here: