



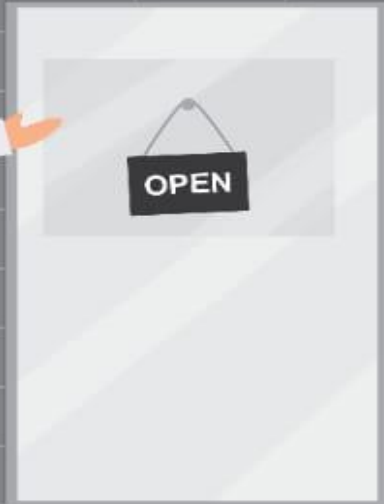
RETIAL SALES ANALYSIS

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PROJECT

STORE

RETAIL SALES ANALYSIS



AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Our Solution and Proposition
5. Dataset Description
6. Modelling Approach
7. Results and Discussion
8. Conclusion



PROBLEM STATEMENT

STEPS TO DEVELOP A RETAIL SALES PROBLEM STATEMENT

- Identify the core problem
- Understand the impact
- Specify the scope
- Set the context
- Outline desired outcomes



PROJECT OVERVIEW

- .Retail sales refers to the transaction where goods or services are sold directly to consumers for personal use,as opposed to being sold for resale or business use.retail can be conducted through various channels, including physical stores,online platform,and mobile apps.



WHO ARE THE END USERS?

- Individual consumers
- Business consumers
- Institutional consumers
- Characteristics and preferences
- Engagement and interaction
- Trends influencing end user

OUR SOLUTION AND ITS VALUE PROPOSITION



A retail sales value proposition is a clear statement that explains how a retailer's products or services solve customer problems or improve their situation, delivering specific benefits and differentiating the retailer from competitors. A strong value proposition helps attract and retain customers, drives sales, and fosters brand loyalty

- Customer insight
- Inventory management
- Accuracy
- Timeliness

Dataset Description

THE "WOW" IN OUR SOLUTION

- Retail sales solutions refer to strategies, technologies, and services that help retailers optimize their sales processes, enhance customer experience, and improve operational efficiency.



MODELLING

Retail sales modeling involves using statistical and analytical techniques to predict future sales performance and understand patterns in consumer behavior. The process typically includes the following steps:

- Data Collection
- Data Preparation
- Feature Selection
- Model Selection
- Model Training

Effective retail sales modeling helps businesses optimize operations, enhance decision-making, and improve overall profitability.

RESULTS



conclusion

In conclusion, retail sales are a vital indicator of economic health, reflecting consumer confidence and spending patterns. Analyzing retail sales data helps businesses and policymakers make informed decisions regarding inventory management, pricing strategies, and economic policies. Trends in retail sales can reveal shifts in consumer preferences, emerging market opportunities, and potential economic challenges, making it a crucial component of economic analysis and strategic planning.