

Problem Statement :

Sales refers to all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements in sales. The major obstacles in sales are customer churn. So the sales and marketing team have to come up with ways to understand the customer better and form strategies accordingly. The ultimate goal is to increase sales.

Idea :

Sales analytics can be used to understand the customer better. It refers to the use of technology to collect and use sales data to derive actionable insights. It is used to identify, optimize, and forecast sales. We analyze the sales data based on location, customer segment, total costs and Shipping dates to derive common trends or classification among the buyers. The results derived from the analysis can be used to come up with strategies that can increase the sales thereby increasing the revenue of the company.