GLOBAL SALES DATA ANALYTICS

PROBLEM STATEMENT

Shopping online is currently the need of the hour. Because of this COVID, it's not easy to walk in a store randomly and buy anything you want. In this I am trying to understand few things like, Customer Analysis and Product Analysis of this Global Super Store.

Customers Analysis :

- Profile the customers based on their frequency of purchase - calculate frequency of purchase for each customer
- Do the high frequent customers are contributing more revenue
- Are they also profitable - what is the profit margin across the buckets
- How the customer's are distributed across the countries?

Product Analysis

1. Root cause analysis
2. Quality of the product imported for further production.
3. Damage material Statement
4. Collateral Damages (Including worker accidents while on work)
5. Defect product generation
6. Plant maintenance standard