

# Global Sales Data Analytics

## Problem statement:

Shopping online is currently the need of the hour. It's not easy to walk in a store randomly and buy anything you want. There is a shortage of availability required products for the consumers. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

Who does this effect	The overall purchase power of the consumer
what are the boundaries of the problem	Unavailability of products equally between the consumers
What is the issue?	There is no proper distribution of products among the customer The customers are not getting the products they prefer
When does this occur	If sufficient knowledge of purchase history this cause this issue
Where does this occur	It occurs to retailers who does not hear to consumers
Why is it important that we fix the problem?	So the purchasing power will increase and beneficiary for both retailers and consumers
What solution to solve this issue?	By hearing out to the consumers and collecting their user preference data
What methodology used to solve the issue	Data analytics and data visualization is used for this