Global Market Sales Analytics

**Problem statement:**

These days, online shopping is essential. It's challenging to enter a store at random and make any purchases. There is a dearth of readily available goods that people need. So, try to comprehend a few things, such as the Global Super Store's Customer Analysis and Product Analysis.

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| 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. |