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. So, try to understand a few things like, Customer Analysis and Product Analysis of this Global Super Store.

Who does the problem affect?	It will affect both the public and the store.
What are the boundaries of the problem?	Low data proficiency among sales will greatly limits the value of analytical insights and inhibits data-driven decision making.
What is the issue?	Cannot identify most profitable products and the ones that aren't moving, most profitable customers, and potential sales opportunities.
When does the issue occur?	Consumers shopping patterns have changed since the pandemic, with more emphasis on e-commerce and contactless payments.
Where does the issue occur?	The issue occurs on online shopping.
Why is it important that we fix the problem?	Data-driven sales organizations now operate more like scientists and strategists, and the results speak for themselves.
What solution to solve this issue?	Solving problem through data cleaning and presenting the data in a logical way.
What methodology used to solve the issue?	Data Analytics techniques are used to solve the problem and identify the solutions.