**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.

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| 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. |