

## **PROBLEM STATEMENT**

Team ID	PNT2022TMID43381
Project Name	Global Sales Data Analytics
Maximum Marks	4 Marks

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?
- ✓ Which customer segment is most profitable in each year?
- ✓ How the customers are distributed across the countries?

### **Product Analysis**

- ✓ Which country has top sales?
- ✓ Which are the top 5 profit-making product types on a yearly basis?
- ✓ How is the product price varying with sales - Is there any increase in sales with the decrease in price at a day level?
- ✓ What is the average delivery time across the counties?