GLOBAL SALES DATA ANALYTICS

PROBLEM STATEMENT

- Shopping Online is currently need of the hour. Because of this Covid-19, it is not easy to walk into store and gather Surveys.

- Every store be it online or offline needs evaluation and analysis to predict daily sales.

- It's also essential to know what goods customers want at a particular time and what the trend would be every day, month and year.

- The major focus of this analysis is to understand some things.

- Like Sales Trend, Most Selling Products by Number of Sales, Least Selling Product by Number of Sales, Shipping Mode by Sales, Profitable Categories, Numbers of Product Sold by Category, Cities with Highest Sales Top Selling Products by Amount of Sales.

- Analysis of the sales data with particular focus given to how promotions and advertising translate into sales, in terms of both units sold and sales dollars.

- Usually, Data Redundancy might happen or missing of data when we do it manually.

- So, we should aim to answer some basic questions that may arise for the store manager/owner/customers giving a much better insight about the store and how to increase the productivity.

QUESTION	DESCRIPTION
What does the problem affect?	By doing Manual Analysis, it will usually take a lot of time. Also, conducting Surveys through Physical mode is not a great thing during this pandemic.
What are the boundaries of the problem?	We must often rely on data from outside their boundary of control for making smarter business decisions.
What is the issue?	Manual Data Analysis takes a lot of time and effort. In order to avoid this, we are making Sales Analysis dashboard.
When does the issue occur?	When individual collect Data, misconception about product/service purchased by Customers.
Where is the issue occurring?	It all comes down to this final stage of prescriptive analytics and also in Customer purchase log.
Why is important that we fix the problem?	The global sales data analytics market is expected to new discoveries that are being made in the field almost everyday. It can completely transform the way we do our business and even the way we live.