

Problem Statement

Shopping online is currently the need of the hour. Because of this COVID, it is 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. Global Sales covers all activities involved in selling a product or service to a consumer or business. It is important for sales and marketing teams to review their strategies and performance in order to make improvements. Understanding performance with sales data analytics helps sales and marketing teams to review their strategies and performance in order to make improvements. Sales analytics provides valuable information like Customer Analysis and Product Analysis to improve sales methodologies. Users create multiple analytical graphs/charts/Visualizations. One way to measure performance is with sales analytics.