

Business Problem Document

Retail Customer Shopping Behavior Analysis

Business Background

A retail company sells products both online and in stores. Recently, customer buying patterns have changed across age groups, product types, and sales channels. The company wants to use data to understand these changes, improve sales, keep customers satisfied, and encourage them to shop again.

Business Problem Statement

The company notices that factors like discounts, reviews, seasonal trends, and payment choices may affect what customers buy. However, they don't know which factors are most important. Without this insight, marketing and product decisions may not meet customer needs.

Business Objective

Analyze customer purchasing data to find trends and factors that influence buying decisions. Use these insights to improve marketing strategies, product offerings, and customer engagement.

Key Business Question

How can the company use customer purchasing data to identify trends, increase engagement, and improve sales strategies?

Project Deliverables

1. **Data Preparation (Python):** Clean and organize the data.
2. **Data Analysis (SQL):** Find patterns in customer behavior and loyalty.
3. **Visualization (Power BI):** Build a dashboard showing key trends.
4. **Report & Presentation:** Summarize findings and give recommendations.