**PROJECT BRIEF**

**The Healthy Harvest** is an online grocery retailer in India that started operation in 2015. Although they have been experiencing year-on-year revenue growth, their reviews have been bad. The two top complaints from their customer’s reviews are

1. unavailability of desired products - This is largely due to understocking which makes products run out fast during peak periods.

2. bad quality / un-fresh products - This is largely due to overstocking which leads to products losing quality when they've stayed too long in stock.

In order to increase customer satisfaction and reduce bad reviews, we at Resilient Analytics have been tasked to help them carry out a descriptive and predictive analysis of their data.

**insights they want to see from the descriptive analysis:**

\* Top 5 product categories with the most sales.

\* Sales trend over the years

\* Top 5 most profitable products

**Predictive Analysis**

Due to insufficient Stock Movement data, they haven't been able to project their stock level. However, they want us to help with their daily Sales Forecast as this can be combined with the insights gathered from the descriptive analysis to guide the business on the stock level to be kept daily based on the projected sales.

NB - They want us to combine some public economic data that could be a factor that influences customers purchasing power such as CPI, Holidays, Temperature, Diesel Price, Petrol Prices.