**Create Item Object**

**Create Item Object:**

From the setup page >> Click on Object Manager >> Click on Create >> Click on Custom    Object.

1) Enter the label name>> Item

2) Plural label name>> Items

3) Enter Record Name Label and Format

>>      Record Name >> Item Name

>>      Data Type >> Name

1. Click on Allow reports and Track Field History,
2. Allow search >> **Save.**

* Here we created translists object to store all the transaction data that is done in a particular commerce site. And this data, that is acquired is useful to identify the potential customers and therefore used to retain the valuable customers.

**USE CASE :**

Using the Item object, we can store the details of the products available in live stock and the most important advantage is that we can perform Demand Forecasting i.e we can get to know the live analysis of how many products are sold and which of them is most widely sold and which is not.