



# **CAPSTONE PROJECT - RETAIL ANALYSIS**

## **MECE BREAKDOWN**

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# RETAIL DATASET

## Sales Analysis

Sales Trend

Sales Analysis  
by Country

Sales Growth

## Product Analysis

Product Performance  
Metrics

Top Selling  
Products

Vendor  
Performance

Price Analysis

## Customer Analysis

Customer Behaviour

Customer Churn  
Analysis

RFM Analysis

Credit Limit  
Analysis

## Demographics Analysis

Office distribution

Customer  
Distribution

## Inventory Analysis

Stock Turnover  
Analysis

Stockout  
Analysis

ABC Analysis

## Employee Analysis

Employee  
Distribution

Job Title  
Analysis

Sales  
Representative  
Performance

## Sales Analysis

```
graph TD; SA[Sales Analysis] -.-> ST[Sales Trend]; SA -.-> SAC[Sales Analysis by Country]; SA -.-> SG[Sales Growth]; ST --- STD[Analyze sales performance over time]; SAC --- SACD[Analyze regional trends and variations in sales performance]; SG --- SGD[Compounded Sales Growth];
```

### Sales Trend

Analyze sales performance over time

### Sales Analysis by Country

Analyze regional trends and variations in sales performance

### Sales Growth

Compounded Sales Growth

# Product Analysis

## Product Performance Metrics

Visualize key metrics such as total sales, quantity sold, and profit margins for each product

## Top Selling Products

Identify the top selling products from their respective productlines

## Vendor Performance

Evaluate the performance of different vendors or suppliers

## Price Analysis

Analyze the pricing strategy for each product

## Customer Analysis

### Customer Behaviour

Analyze customer buying patterns and identify top customers

### Customer Churn Analysis

Analyze customer churn rates and identify factors contributing to customer attrition

### RFM Analysis

Conduct Recency, Frequency, and Monetary (RFM) analysis to segment customers based on their recent purchases, frequency of purchases, and monetary value

### Credit Limit Analysis

Visualize the distribution of credit limits among customers

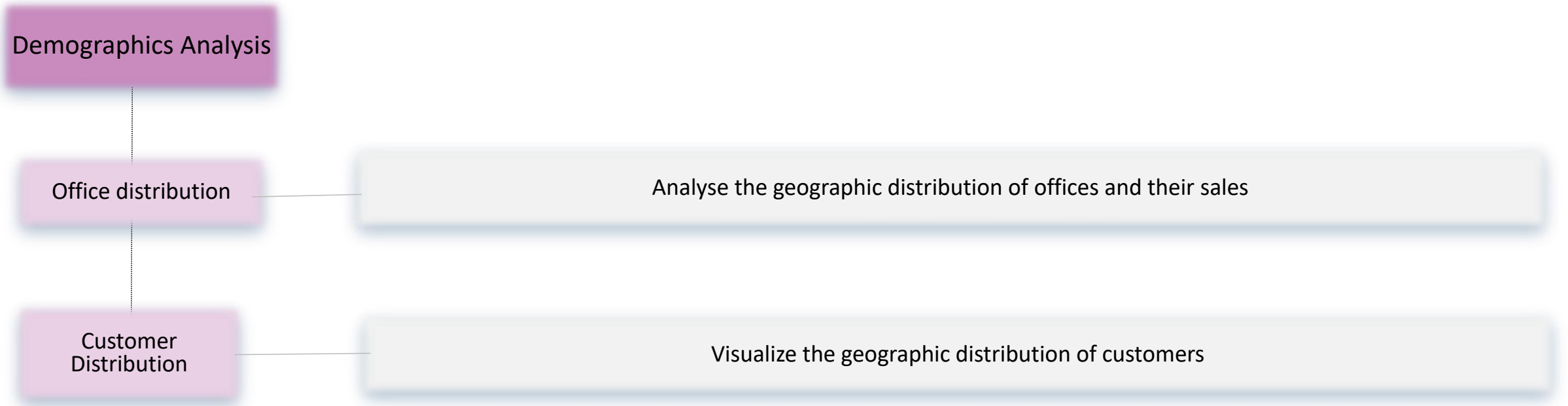
## Demographics Analysis

Office distribution

Analyse the geographic distribution of offices and their sales

Customer  
Distribution

Visualize the geographic distribution of customers



## Inventory Analysis

```
graph TD; IA[Inventory Analysis] -.-> STA[Stock Turnover Analysis]; IA -.-> SOA[Stockout Analysis]; IA -.-> ABC[ABC Analysis]; STA --- STA_desc[Analyze the stockturn over rate of products and identify fast-moving and slow-moving items]; SOA --- SOA_desc[Identify the reasons for stockouts]; ABC --- ABC_desc[Classify products using ABC analysis (e.g., A for high-value items, B for medium, C for low)];
```

### Stock Turnover Analysis

Analyze the stockturn over rate of products and identify fast-moving and slow-moving items

### Stockout Analysis

Identify the reasons for stockouts

### ABC Analysis

Classify products using ABC analysis (e.g., A for high-value items, B for medium, C for low)

## Employee Analysis

## Employee Distribution

Visualize the distribution of employees in various offices

## Job Title Analysis

Analyze the hierarchy and structure within the retail organization

Sales Representative Performance

Identify top-performing sales representatives and sales trends