You have been hired as part of the data science team by Superstore to drive their data-driven strategy. They have tons of data about different products with them along with location-based data as well.

Your job, as we progress through the course, is to dive into granular details and explore and analyse each feature. But before we do that, before we even look at the variables we have, comes the process of Hypothesis Generation.

This is true of any data science or Business Intelligence project you’ll work on. Hence, this assignment is about putting together a list of hypotheses you can think of.

This needs to be done in a structured manner, and not in a random order. Think of what kind of hypotheses you want to analyse when you get the data. No idea is crazy at this point. Whatever you can think of – put it down.

You can divide it by demographics, categories, education level, and so on – whatever you can come up! Remember, you will be testing these hypotheses yourself as you pick up the different features of Tableau so make this as exhaustive as you can.

**So the task – generate a set of hypotheses for the Superstore problem statement. Think of all the variables you want to analyse and create the hypotheses in that way.**