**BUSINESS INTELLIGENCE (Group work)**

**Assignment (20 Marks)**

**Submission Date:** 19th /02/2025

**Submit to email:** [studentassignment690@gmail.com](mailto:studentassignment690@gmail.com)

**Instructions:**

* *The assignment should be completed by five students in each group.*
* *On the front page, list to names and admission numbers of the group members*

**Analyzing Online Retail Sales Data**

**Scenario:** You are a data analyst working for "Greenspoon," a local online grocery delivery service. The company wants to understand its customers' buying habits and identify areas for improvement. They have provided you with a dataset of online sales transactions from the past year.

**Objectives:**

* Explore the data to understand the overall trends in online sales for Greenspoon.
* Identify the top-selling products and product categories.
* Analyze customer demographics and purchasing patterns.
* Visualize the data to communicate key insights in an engaging and informative way.
* Recommend actionable steps to improve sales and customer satisfaction based on your analysis.

**Deliverables:**

* A short report summarizing your findings, including:
  + Charts and graphs visualizing key trends in sales, product popularity, and customer demographics.
  + Descriptive analysis of the data, highlighting interesting patterns and relationships.
  + Specific recommendations for improvement based on your insights (e.g., promoting top-selling products, targeting specific customer segments, optimizing marketing campaigns).

**Required Tools and Resources:**

* Access and Use any organisation online sales transactions datasets (e.g <https://www.kaggle.com/datasets>, <https://datahub.io/>, <https://datasetsearch.research.google.com/> etc)
* Basic data analysis and visualization tools (e.g., Microsoft Excel, Google Sheets, Tableau Public).