*Data:*

Sales data: Collect historical sales data for each product, including the number of units sold, revenue generated, and any other relevant sales metrics.

Targets: Determine the target goals for each product, such as the desired number of units to sell or revenue to achieve.

Price discounts: Note any price discounts offered for each product during specific periods.

Opportunity data: Gather information on the opportunities associated with each product, such as market trends, customer feedback, or competitor analysis.

Action Taken: A list of actions that were implemented based on the above factors. (For training purpose)

*Objective:*

Suggest the best action based on: Maximize sales revenue, achieve target goals, and optimize profit margins and calculate the back dated impact of that action on the current sales

*Try to utilize the below factors for feature engineering:*

Historical sales performance: Total units sold, revenue, average selling price, etc.

Market trends: Overall market growth rate, demand for similar products, etc.

Price discounts: The percentage of discount offered and the duration of the discount.

Competitor analysis: Information about competitor products, pricing, and promotions

Action List:

1. Adjust Price
2. Increase Marketing efforts
3. Target specific customer segment
4. Improve the rank on PLP

Product Categories for Action Split:

1. New Products
2. Stagnant Products
3. Regular Products

Ways to Measure Impact:

1. A/B Testing: Creating Control groups and analysing the effect of the action taken
2. KPI: Identify a KPI that help measure the impact of a particular action. (eg. Avg ST)
3. Comparative Analysis: Compare the growth of this individual product when compare across the respective product category.
4. Time Series Analysis: If we have historical data, using time series try and find trends and patterns before and after implementing the suggested action.
5. ROI: Calculate the returns on the cost of action.