**This is a project of Meta Marketing Analytics**

We have an imagined corporation called Inu & Neko that sells cat and dog food over the duration of our capstone project. This project is aimed at becoming more acquainted with the OSEMN technique, which is widely utilized by marketers and data analysts.

The raw data for the scrubbing process is included in the file inu\_neko\_orderline, and the result is contained in inu\_neko\_orderline\_cleaned.

The first stages of the procedure, "get," are included in the pdf, where I stress how to acquire the data and some of the risks. In addition, I propose what type of data I would want for the analysis.

All of the charts were created using the Tableau program.

In the next few pages, I draw conclusions about the data, make some recommendations, and provide some ideas for a follow-up analysis, all while commenting on the current status of the firm and my predictions for the future. In the near future