**Business Goals and Objectives:**

**Main Goal:**

Attracting more shopkeepers by enhancing the service and attracting more end-customers through a broader product spectrum and higher satisfaction.

1. Reviews:
2. Customer sentiments can be tracked through reviews. “Are they happy or sad?” can be analyzed.
3. Also, some customers haven’t written reviews. We can draw out some inference from that
4. We can analyze the number of reviews and ratings for a product to get a sense of its popularity.
5. We can analyze the reviews to identify the features of a product that are most important to customers.
6. We can analyze the reviews to identify the pain points that customers are experiencing with a particular product.
7. Future Sales Prediction:
8. With present sales (with date), we can identify and predict the future sales of the products.
9. We can even track which product has the highest purchase in which season. And accordingly help businesses to pitch about the product during the season.
10. Delivery time
11. We can check out factors that are responsible for longer delivery time.
12. We can even track the factor that has the highest impact on delivery time.
13. Product Analysis
14. Check out the products and categories that makes most sales and the product that makes least sales.
15. Find total customer purchases of the product.
16. Find product category that had the best average rating.
17. Competition
18. We can check out the competition that exists in various product categories and recommend ways to stand apart from the rest.
19. Find products that are purchased together.
20. Find products that are frequently purchased together.
21. People’s Payment Method
22. Analyze people’s payment method.
23. Are people paying in installments or complete? Are people paying by cash or online? If online, how? Which products in cash or installments or online?