**ShopEase**

**Business Problem:**

As the e-commerce market continues to grow, our company is facing increasing competition and pressure to optimize our online store to meet the evolving needs of our customers. Our stakeholders have identified a need for a comprehensive analysis of our e-commerce store to better understand our customer segments, their preferences, and the workflow of our entire store.

**Background:**

Our e-commerce store has been in operation for several years, and we have collected a large amount of data on our customers' behavior, preferences, and purchasing habits. However, we have not yet conducted a thorough analysis of this data to identify trends, patterns, and insights that can inform our business decisions.

**Objectives:**

The objective of this project is to conduct a comprehensive analysis of our e-commerce store data to:

1. Identify customer segments based on their behavior, preferences, and purchasing habits.
2. Analyze the workflow of our entire store to identify areas for improvement.
3. Develop a detailed report that summarizes our findings which provides insights to support the marketing team in developing strategies to bolster sales

**Methodology:**

To achieve these objectives, we will use a combination of data analysis and RFM (Recency, Frequency, Monetary) analysis techniques. We will analyze our e-commerce store data for a period of 12 months to identify trends, patterns, and insights that can inform our business decisions.

**Deliverables:**

The deliverables for this project will include:

1. A detailed report that summarizes our findings and provides insights to support the marketing team in developing strategies to bolster sales.
2. A comprehensive RFM analysis of our customer segments, including a detailed analysis of their behavior, preferences, and purchasing habits.

**Timeline:**

The project timeline is expected to be 12 weeks, with the following milestones:

* Week 1-2: Data collection and cleaning
* Week 3-4: Data analysis and RFM analysis
* Week 5-6: Report writing and recommendations
* Week 7-12: Finalize report and present findings to stakeholders

**Expected Outcomes:**

The expected outcomes of this project are:

1. A better understanding of our customer segments and their preferences.
2. Identification of areas for improvement in our e-commerce store workflow.
3. Development of strategies to bolster sales and improve customer engagement.

**Stakeholder Benefits:**

The stakeholders will benefit from this project by gaining a deeper understanding of our customer segments and their preferences, which will inform our business decisions and help us to develop targeted marketing strategies to bolster sales