**Data Science Problem Statement**

Business Problem (Rice Manufacturing Company)

* XYZ Company facing less profit for the past consecutive yrs. To increase the sales of rice and rice products.

Business Objectives Framework

* Lower prices to increase sales
* Identify factors for the real causes of lower sales.
* Climatic conditions
* Less availability of rice stock.
* High price of production cost
* Labour Cost
* Transportation Costs
* Less buyers based on preference of the customers

Ways to achieve

* To lower prices we need to study where the ma cost is spent (for eg: manufacturing, labour) .Need to communicate with the respective team and search for solution.
* Climatic conditions: High rainfall can affect harvesting which may to higher prices or production cost.
* Need to study nature of customers based on age categories. Preferences may change so consumption of rice and related products may affect.

My Pick for Problem Statement

* Will boost the sales in future years.
* **Data Sources:** Need to focus on Customers data, Products Details, Suppliers/Retailers Details who are promoting and selling products.