**Assignment Work on Hypothesis setting** **in Tableau Course** –

Student Name : Ramamurthi Gurunathan.

* Super Stores company is a US based Furniture Shop which operates in multiple of products and in many cities. The client wants help the Management with demand forecasting for upcoming weeks by consumption data / value-analysis of what products sell well , in which regions, what categories of people buy them and which products are not selling well etc., so that it can plan the mfg./stocking of products accordingly. (Sofa-sets, Beds, Chairs, Tables, Office stationary, etc)

Demand forecasting Evaluation can be done on a simple framework-model as:

* + **A**. Demographics of Customer (location/lifestyle / Education level based)
  + **B**. Behavioral pattern of Customer ( habits/beliefs/necessity based)
  + **C**. Psychographic pattern-based (assumptions as psychological )
  + **D**. Other data-based reasons

**Demographics**

* Which cities are with customers more likely to repeat orders ?
* Are coastal districts having a better purchasing products than central districts ?
* Which products are more likely to order repeatedly in same city ?
* Are customers in the higher income bracket more likely to repeat-order ?
* Are customers in the middle income bracket more likely to repeat-order ?
* Are customers in the outskirts of city limits more likely to order ?
* Are married with both husband-and-wife working more likely to order sofa-sets ?
* Are customers with new own house-property more likely to order sofa-sets ?
* Are people with a disability more likely to order special mobile (moveable) sofa-sets ?
* Are customers who owned no sedan cars less likely to order big 5 seater sofa-sets ?
* Are customers with college degree-holders more likely to order laptop table & chairs ?
* Are people living close to a Wal-mart/D-Mart like big Stores branch less likely to order ?
* Customers holding any credit-cards are more likely to repeat-order ?
* Customers holding wi-fi at home are likely to order laptop-tables, office stationary ?

**Behaviour**

* Are existing / over 1 year old customers more likely to order ?
* Are customers with higher average income more likely to order high-value furniture ?
* Are customers recently shifted homes within 6 months high likely to order home furniture?
* Customers who do frequent digital transactions are more likely to order ?
* Are customers who hold a government ration-card/aid scheme likely to order kitchen-ware ?
* People moving out of cities in week-ends are less likely to order home-furniture ?
* Customers with high value transactions in the last 2 years are less likely to order ?
* Are customers with no transaction in the last 6 months more likely to order ?
* Are customers having large bank withdrawal amount in the last month more likely to order ?
* Are customers with govt.jobs more likely to repeat last 2 year purchases ?
* Are customers with more first week bank transactions last month more likely to order ?
* Customers who cancelled their credit/debit card in last 3 months are less likely to order ?
* Are customers with a high post-sale complaint rate less likely to order ?
* Customers defaulted on telephone or electricity bills in the past are less likely to order ?

**Psychographic**

* Do customers who gave ratings 4~5 (1-5 scale) on past 2 years more likely to order ?
* Do products on which customers who gave poor (1~2) ratings likely to get no orders ?
* Do customers who have gaming interest (cricket/tennis/football,etc)more likely to order ?
* Do customers who go to watch movies often highly likely to order hall-furniture ?
* Do customers who go to sports stadiums often less likely to order hall-furniture ?
* Are customers who follow the stock markets closely more likely to order ?
* Do customers who are active listeners on our video calls more likely to order ?
* Are customers with cooks at home more likely to order kitchenware items ?
* Are customers with a political or party background more likely to order chairs ?
* Are customers with school-children likely to buy computer-stationary more often ?

**Other reasons (Categories, Prices & Discounts, Trends, etc)**

* Do customers who got >5% discounts on past 2 years more likely to order ?
* Do customers who got no discounts at all in this year less likely to order ?
* Do items with no discount in sales value are less likely to be re-ordered ?
* What items got the maximum seekers of discounts in home-furniture ?
* What items got the least seekers in office-furniture categories in last 2 years ?
* What trends are seen in sales values monthly in summer seasons Vs winter seasons ?
* Are standard product price changes are clearly more than the competition prices ?
* Are premium product prices are much bigger than the competition prices ?
* Are premium products sales trends are declining continuously ?
* Are computer stationary items sales trends are declining where wi-fi facility is good?

Based on the short-listed hypothesis tests, appropriate past data collection and customer-based or consumption based analysis can be done effectively to predict likely items that would be ordered or items not much likely to be sought-after in next 2 months and accordingly inventory or order to Mfg. items to suppliers or stock-warehouse ‘build-up’ can be done.

End.

Thanks.