**Hypothesis Generation**

List of hypothesis done to increase the sale/profit of products sold in Superstore company:

**Demographics:**

1. Based on customer details:

* Age of customers: Preference of products may vary based on different age groups. Eg: Students may buy more stationary items

Senior citizen may buy fewer electronic gadgets/furniture.

* Marital Status: Unmarried/single adults may buy few products. But for married couples with children consumption of products might be more.
* Education level: If customers are educated or working then their demands for products may be more.
* Socioeconomic Status: For different class of groups the sale of products might be different.eg: Expensive products bought by elite or rich class.
* Gender: Sale of products may vary.eg: electronic products may be more bought by males when compared to females.
* Employment Status: Employed customers are likely to order more products than unemployed one.
* Count of products sold to different age groups, economic class.

**Psychographics:**

1. New products based on customer demands might increase sale.
2. Timely checking of customer satisfaction might increase sale and less return.
3. Offers/Cash backs/Discounts might attract more customers.
4. Regular customer can be given membership based on their needs to promote sale.
5. Customer’s information regarding purpose of use.
6. Customer’s feedback should be collected for every sale (both positive/negative).
7. Knowing activities customer’s involved in so that new products can be collected.
8. Count of products sold to regular customers.
9. Number of repeated customer may likely increase the profit.
10. Track customer’s taste, preference and market trend.
11. Add value added and fine quality products to attract high sale.

**Behavioural:**

1. Ratings of products must be noted for good sale.
2. Study buying patterns of customers.
3. Adding more products based on segments: Corporate, Home, Office and Commercial usage may increase sale.
4. Timely customer query management.
5. Are discounts or new products arrival informed to customers through email, sms.
6. Proper marketing strategies opted to attract Customers from teir1/2/3 cities.

**Others:**

19. Based on Shipping:

* No. of days taken for shipping the product.
* Timely dispatch of the product.
* Proper tracking of products until delivery.
* Checking count of defective/wrong products.
* Mode of payment opted by customers.
* Mode of ship opted by customers.

1. Based on categories: Track the profit in each categories quarterly /yearly/ monthly/weekly.
2. Track number of products sold to customer’s quarterly/yearly/monthly/weekly.
3. Warranty provided on products may raise sale?
4. Loss/profit ratio made on different sub categories will help in analysing sales.
5. Tracking total expenses spent on marketing/advertisement will help in cost cutting.

**Geographic:**

25. Based on region:

* Country with good capital income may have large no.of consumers.
* Nearby customers are more likely to buy products.
* Count of highest/lowest selling products in each region.
* Festival season sales in different states may affect sales.
* Delivery charge may increase for long distances hence may affect buying pattern.
* Materials suitable for certain climatic conditions must be added in superstore it will increase the durability of products.eg: Furniture wood
* Count of products sold in different state/city/region?
* No. of delivery agencies available for shipping in different states/countries?
* Which cities/states/countries are with customers more likely to repeat orders?
* Tier1/2/3 are highly likely to order products.