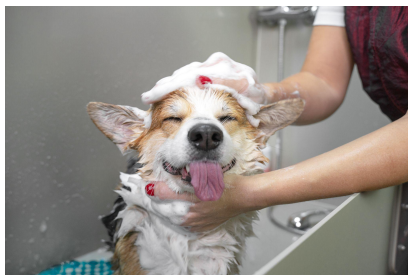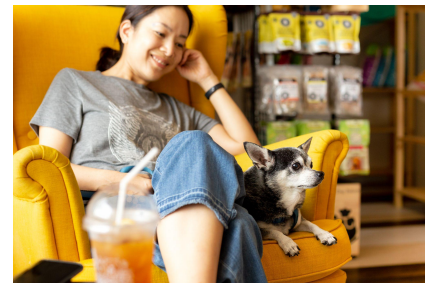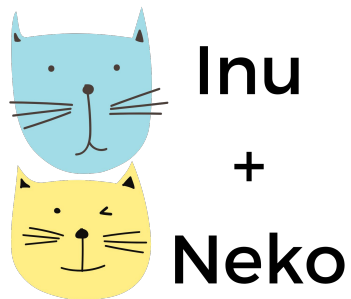# Images from Inu + Neko

Here are a few images that can be used throughout your deck that are part of the Inu + Neko image library.

Course 2 Capstone

The OSEMN Process

Give at least two example questions you would want to answer as an analyst that relates to Inu + Neko's business problem.

Remember a good question includes a focus on something that is actionable and follows the SMART goal principles (specific, measurable, attainable, relevant, & timely).

1. Which category of products is bought by the customers over the period?
2. How do sales increase for each type over some time?
3. What percentage of the customers are new?
4. Demographics and purchasing patterns of the new customers?
5. What types of products are getting sold faster from the inventory?
6. What do customers think of the products?

What information do you think would be particularly important to your analysis for Inu + Neko?

Sales revenue
Purchase records
Category of products
Duration of the sales
Customer demographic information
Customer feedback

How would you go about gathering this information?

- Company's sales data
- Company's purchase data
- Customer information through online social media and purchase records
- Consumer feedback through surveys

What are some potential issues or roadblocks can you see in trying to get this information to address Inu + Neko's business problem?

- Data refining in sales and purchase data
- Data privacy issues to get customer demographic information
- Misleading and random customer feedbacks

Your Data Visualization

Using Tableau, create the *requested visualization (Placeholder)*. See Step 2 for additional instructions. The CSV is linked here.
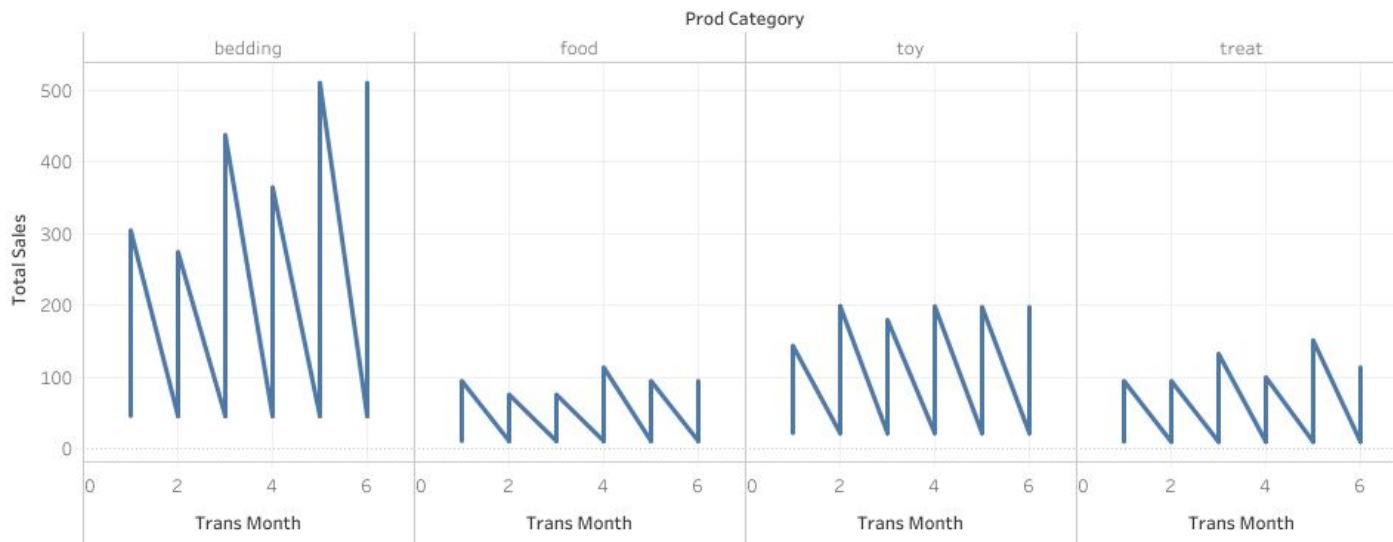
What does this visualization show about the data?

• Bedding products are sold quicker than others in the year, and food products are sold the slowest
• Maximum revenue is received from the bedding, and minimum is from the food

Does this visualization align with what we've seen so far from the data?

The data also showed that the types of products sold the most were from the bedding category, and most of the revenue was also from the bedding category. According to the data, the food category had minor sales, and the visualisations prove the same.

What recommendations would you give Inu + Neko based on the model results?

My recommendations
• Stock more bedding products
• Can increase the price of the bedding products to leverage the loyalty of the customers
 • New customers seem to be more in bedding products, so can introduce schemes to retain
• Penetretive prices in other categories to increase the rate of sales
• Adjusting marketing and advertising based on the new customer segment and targetted towards boosting sales of other products

What recommendations would you give Inu + Neko based on the model results?

What can you say about the current state of the business?

The current state of the business
• Business is running efficiently and making good revenues
• The most percentage is from bedding and the least is from the food category

What projections can you make about the future state of the business?

My projections for the future state of the business
• Bedding will still be the primary source the business revenue for quite some time
• If promotional strategies targeted towards other products are implemented successfully, they also can make a significant percentage of the revenue
• Increase in the diversity of the customers may lead to a shift in focus

What would you recommend to Inu + Neko?

My recommendations to Inu + Neko
• Stock more bedding products
• Can increase the price of the bedding products to leverage the loyalty of the customers
• New customers seem to be more in bedding products, so can introduce schemes to retain • Penetrative prices in other categories to increase the rate of sales
• Adjusting marketing and advertising based on the new customer segment and targetted towards boosting sales of other products

What more work could be done to expand on your analysis?

(You won't need to do this but state what would be good next steps for a follow-up analysis.)

Enter your answer here: