

Project Background and Business Context

In the fast-paced world of e-commerce, businesses often struggle to make sense of the large volume of transactional data they generate. This particular business faced issues such as unclear product performance, limited insight into customer behaviour, untracked cancellations, and a lack of understanding around peak purchase times and revenue trends.

These challenges were mainly due to scattered data sources, inconsistent reporting, and underused analytical tools. Without proper data cleaning and analysis, key trends remained hidden, hindering effective decision-making.

Stakeholders and Their Interests

Stakeholders are individuals or groups affected by or invested in a project's outcomes. In this case, they included:

- **Business Owners/Executives:** Needed strategic insights into performance and revenue.
- **Marketing Teams:** Sought data on customer trends and top products.
- **Sales/Operations Teams:** Focused on peak purchase times and cancellations.
- **Data Analysts/IT:** Ensured clean, usable data for reporting.

Why the Problems Exist

The root causes of the business's challenges included:

- Disorganized or unstructured
- raw data from various sources.
- A lack of integrated tools to automate data cleaning and analysis.
- Infrequent reporting, leading to reactive rather than proactive decision-making.

Why Solving Them Matters

- Improve marketing precision and customer targeting.
- Optimize inventory and supply chain management.
- Reduce revenue loss from cancellations.
- Make data-driven decisions to increase profitability and customer satisfaction.

Ultimately, solving these data challenges empowers the business to be more agile, competitive, and responsive to market trends.