Project Theme: Identifying Product Bundles from Sales Data

Domain: Data Science, Machine Learning and Artificial Intelligence

Company Information:
Bicree is a 3PL AI tech enabled logistic aggregator platform, which provides customers with quality automated shipping solutions. Its services offer opportunities to ship anywhere in India. Bicree's AI-powered dashboard is highly compatible with most e-commerce platforms and marketplaces. It is also integrable with custom websites and offers rest APIs.

Bicree's leading and specialised shipping partners ensure a safe and fast order delivery across varying volumes, type or size. It provides shipping across multiple segments ranging from apparels to electronics. Their platform helps in monitoring orders easily and increase profitability. It allows customers to analyse, connect, shipping assistance, auto NDR, COD Verification and Geo Analysis.

Website Link: http://bicree.com/

Overview:
Through this project, learners will understand the product bundles and SKUs methodology in the supermarket. Then they will apply the data collection approach to figure out data using pandas and other open-source libraries. Further, they will analyse the data to understand customer behaviour. And prepare a Data Analytics report/Dashboard using Python.

Outcome of the Project
Learners are required to analyse the given data to understand SKUs, Sales and buying behaviour of the customers. This is essential to build a final dashboard for the same.

Data Dictionary
SKUs information- Product Category, Product Name, Product Price, Product Weight, Product Length, total skus, product company name etc, other product information,

related product, price, and required sales information- Total sales, product sales, SKUs sales, cost of sales, now need customer information- purchaser name, address, income, etc.

Project Task 2: Product Bundles using Sales Data

Background:
Product bundling is a technique in which several products are grouped together and sold as a single unit for one price. This strategy is used to encourage customers to buy more products. McDonald's Happy Meals are an example of product bundles. Instead of selling a burger, soda, and french fries separately, they are sold as a combination, which leads to more sales than offering them separately. SKUs, or Stock Keeping Units, are product codes that one can use to search and identify stock on hand from lists, invoices, or order forms. SKU management is the process of creating, maintaining and optimising an alphanumeric SKU system to effectively identify and organise your inventory.

Task Explained:
As a part of this task, you are required to:
   a. Analyse the given data to understand SKUs
   b. Develop a report on the sales and buying behaviour of the customers for the given data
   c. Understand the data SKUs to further visualise how product bundling techniques can help the sales.

Resource:
Dataset- Use the last task dataset
Resource 1
Resource 2
Resource 3

Task Submission

Summarize your work in a document that is easy to understand. Submit your document which is either in .docx or .pdf format. To submit this task you can go to the Project Task section of your dashboard and find Company Task 1 listed there. Click on choose file and upload.