**Group 5 Member Name**

April Cardella

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**Problem Statement**

The Wilmington Bakery wants to use data analytics to make smarter business decisions.  Right now, they’re struggling to determine which products aren’t selling well, how to set the right prices, and how to match their operating hours with sales patterns to cut down on labor costs. They also need to understand how holidays affect their sales and how price changes have influenced customer purchases. Our team will aid in their discovery of utilizing data analytics to reach a profitable solution. We’ll use their sales data to run an ABC analysis that will tell us which products sell well and which ones might need to be put on promo to help move them off the shelves. We will also do price optimization by looking at past price changes so we can suggest how they can set prices to make more money while keeping customers happy and keeping a high rate of customer traffic. We’ll also look at what times they get the most business to find the best times for them to be open or extra-staffed, possibly adjusting for seasonal demand to save on labor expenses. Finally, we'll build a dashboard that consolidates all this information and recommend which products they should have on display to boost sales. Our goal is to help the bakery make informed decisions that will keep them thriving for years.