

Store Background



* A retail store chain tracks daily

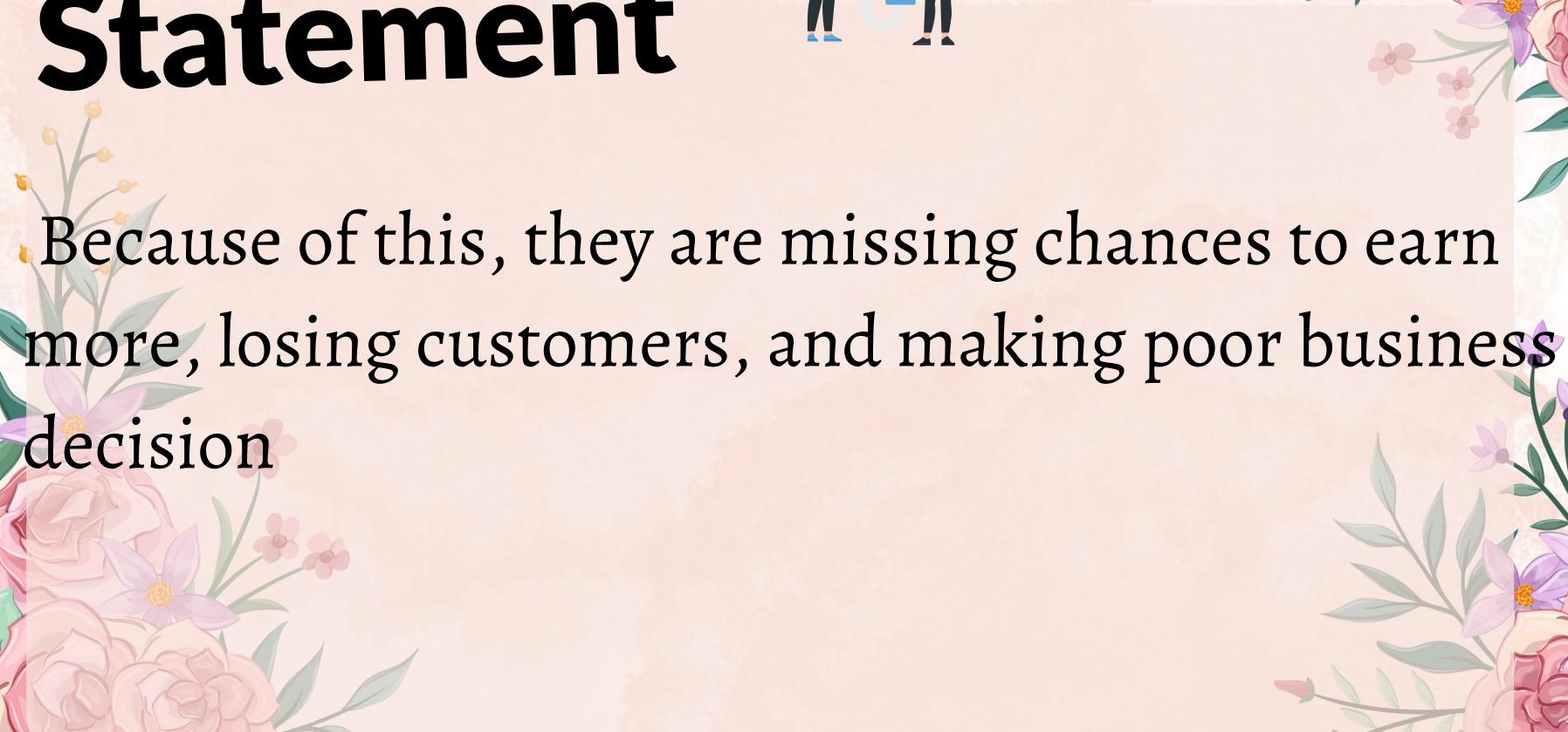
sales transactions, including order details, customer info,

product categories, order times and order status

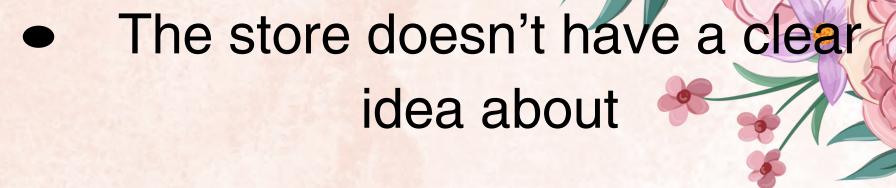
The business wants to optimize operations, improve customer experience, and increase profitability using data-drive decisions

Problem Statement





Problem



- which products sell the most,
- customer preference
- which items bring in the most profit,
- where things are going wrong in delivery or operations

Soution

They need proper reports and simple insights to understand their sales, customers, and product performance better

Whay it need to be

Solve

without paper insights

- Missed sales opportunities
- Poor inventory and staffing decisions
- Increased operational costs
- Low customer satisfaction
- Inaccurate business forecasts



Solving this will help increase revenue, improve service quality, optimize operations.

Business Problem



- What are the top 5 most selling products by quantity?
- Which products are most frequently canceled?
- ▲ What time of the day has the highest number of purchases?
- ▲ Who are the top 5 highest spending customers?
- Which product categories generate the highest revenue?
- What is the most preferred payment mode?
- How does age group affect purchasing behavior?
- What's the monthly sales trend?
- Are certain genders buying more specific product categories?