**MACHINE LEARNING MODEL FOR VEGETABLE MART DATA ANALYSIS IN SMART CITY**

**CLIENT 1:**

1. **What are your main objectives for this project?**

**Answer:** We aim to optimize inventory, forecast demand, and enhance customer satisfaction.

1. **What data do you currently collect?**

**Answer:** We collect sales data, customer demographics, and inventory levels.

1. **How is the data stored and processed?**

**Answer:** Data is stored in spreadsheets and a basic database; we're considering upgrading.

1. **Which machine learning models are you interested in?**

**Answer:** We're familiar with basic regression models and want to explore demand forecasting.

1. **Who will use the analysis, and what are their roles?**

**Answer:** Users include inventory managers, sales teams, and business analysts.

1. **What challenges do you face in operations?**

**Answer:** We struggle with overstocking, understocking, and predicting customer demand effectively.

1. **Do you have existing dashboards or reporting tools?**

**Answer:** We have basic reporting tools but need more interactive dashboards.

1. **What’s your timeline for implementing insights?**

**Answer:** We hope to implement insights within three to six months.

1. **What is your budget for this project?**

**Answer:** We have a limited budget but will invest in solutions with a clear ROI.

1. **How do you define success for this analysis?**

**Answer:** Success means improved inventory turnover, increased sales, and higher customer satisfaction.

**CLIENT 2:**

**1. What external factors should we consider?**

**Answer:** We need to account for seasonal trends, local economy, and competition.

1. **Are there any data privacy regulations we should know about?**

**Answer:** Yes, we must comply with local data protection laws to ensure customer confidentiality.

1. **Would you like to integrate any technologies?**

**Answer:** We're interested in IoT for inventory tracking and mobile apps for customer engagement.

1. **How often should models be retrained?**

**Answer:** Models should be updated quarterly or biannually as new data becomes available.

**5. What are the key metrics you currently track for sales performance?**

**Answer:** We track total sales, average transaction value, and customer footfall**.**

1. **How do you currently manage your inventory?**

**Answer:** We use a manual process with standard restock levels, relying on past sales data.

1. **Do you have a system for categorizing your products?**

**Answer:** Yes, products are categorized by type, season, and sales volume.

1. **How do you currently analyze customer purchasing behavior?**

**Answer:** We review sales data and customer feedback, but it’s mostly qualitative.

1. **What promotions or discounts do you currently offer?**

**Answer:** We offer seasonal promotions and bulk purchase discounts**.**

1. **How do you collect customer feedback?**

**Answer:** We collect feedback through surveys and in-store comment boxes.

**CLIENT 3:**

1. **What is your peak season for sales?**

**Answer:** Our peak season typically coincides with local festivals and holidays**.**

1. **Who makes decisions based on the sales analysis?**

**Answer:** The management team and inventory managers typically make decisions based on insights.

1. **What platforms do you use for marketing?**

**Answer:** We use social media, email newsletters, and local advertising.

1. **Have you implemented any data visualization tools?**

**Answer:** We use some basic Excel charts but have no advanced visualization tools.

1. **What external data sources would you like to consider?**

**Answer:** We’re interested in local weather patterns and economic indicators.

1. **Are you open to mobile app development for customer engagement?**

**Answer:** Yes, we’re keen on developing an app for promotions and loyalty programs.

1. **What specific customer segments are you targeting?**

**Answer:** We focus on health-conscious consumers, families, and budget shop**pers.**

1. **How do you currently handle supply chain disruptions?**

**Answer:** We have backup suppliers but reactively manage disruptions as they happen.

1. **Do you use any loyalty programs for customers?**

**Answer:** Yes, we have a basic loyalty card program that offers discounts.

1. **What KPIs do you think are most crucial for your business?**

**Answer:** Sales growth, customer retention rate, and inventory turnover.

**PHOTOS:**

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