

Business Use Case: Retail Sales Performance Analysis

Objective:

The retail company aims to analyze its sales performance across different product categories and regions to identify trends, opportunities, and areas for improvement.

Data Sources:

1. **Sales Data Table:**

- Contains columns such as Product ID, Product Name, Region, Sales Quantity, Sales Revenue, and Date.

Product ID	Product Name	Region	Sales Quantity	Sales Revenue (\$)	Date
001	Laptop	North	50	100,000	2023-01-01
002	Smartphone	South	80	60,000	2023-01-01
...

2. **Customer Feedback Texts:**

- Contains customer feedback texts related to products, collected through surveys or online reviews.

Feedback ID	Product ID	Customer Feedback
101	001	"The laptop is powerful and exceeded my expectations."
102	002	"Great smartphone with a fantastic camera."
...

Analysis and Insights (Text and Table Integration):

1. **Sales Trends Analysis:**

- Use tables to compare sales quantities and revenues across products and regions.
- Textual insights: Summarize trends, e.g., "Laptop sales are strong in the North, while smartphones perform well in the South."

2. **Customer Sentiment Analysis:**

- Analyze customer feedback texts sentimentally to understand product satisfaction.
- Tables can quantify positive and negative sentiments for each product.
- Textual insights: "Customers are highly satisfied with the laptop's performance, contributing positively to sales."

3. **Seasonal Patterns:**

- Tables can show sales variations over time.
- Textual insights: "During the holiday season, there is a surge in smartphone sales, particularly in the South."

4. **Recommendations and Future Strategies:**

- Use tables to highlight underperforming products or regions.
- Textual insights: "Considering positive feedback, invest in marketing strategies for laptops in the North to capitalize on the current trend."