OBJECTIVE: Analyse Past Sales Trends and Customer Preferences for New Products Launch

1.1 1.Marketing team:

2.Product Development Team

1.2 Product Development team: assess the latest trend for new product launching, future spending on research and development and direct employees and other resources much more efficiently based on demands and latest trends

2. 2.1Product, order, customer details. which category of bikes becomes customer favorites and not. The bike types can somewhat gauge the customer usage:- for sport, leisure, work or occasional activities or some other reasons.

2.2 use the category and subcategory of bikes fields to see any change in demands combined with Order Date data for change in time. Break down Product Description into more structured data to gain further insights on customer preferences. Using Order Date to determine which date of the month is peak or low demand so that can plan for launching date of the new product line.

Order details: his data can help stakeholders track sales performance over time and identify any trends or issues (such as bottlenecks in production that delay delivery) and gain insight into the overall order processing workflow.

Product details: **Product ID** make it possible to track the performance of each product individually, and product description, weight, and size fields can provide valuable insights into customer preferences and purchasing behaviors.

Customer details: This dataset includes a unique identifier for each customer in the **Customer ID** field that can be used to track individual customer behavior over time.

2.3 Other data are customer reviews and ratings from website, Inventory stock data to support analysis on customer preferences, competitors offerings for price decision, designs and technical specification before launching the new products.

* Website analytics: Data from the company's website or e-commerce platform could provide insights into customer behavior online, such as popular search terms or commonly viewed products.
* Supply chain data: Information about inventory levels, production costs, and supplier details could be used to understand the cost of goods sold and profit margins. This data could also help stakeholders identify opportunities to manage inventory more effectively.

3. 3.1Proper function, trim, upper

3.2 Data Types:-

**Product ID: number**

**Product Category: text**

**Product Subcategory: text**

**Product Name: text**

**Product Description: general**

**Product Price: currency**

**Product Weight: number**

**Product Size: text**

**Order ID: number**

**Customer ID: number**

**Order Date: date**

**Order Status: text**

**Order Quantity: number**

**Order Total: currency**

**Payment Method: text**

3.3 exclude only when to gain insights on customer preferences on bike category, but should not delete the whole row because there are still many other fields still relevant for further analysis. Use filter blanks to hide the row.