

## Meeting Notes

### Objectives:

- Increase sales of related products by 10% over the next six months by bundling items that are most often purchased together.
- Increase sales of top-selling items by 15% by ranking the top 100 items by sales volume in the past 30 days and prioritize the marketing of those items.
- Reduce the number of out-of-stock items by 10% by connecting POS (point-of-sale) data with warehouse data to identify when inventory is running low.
- Increase brand awareness by 10% in the five countries with the most visitors as identified by website traffic.

# Planning

## Business Question

**Which products are most often purchased together?**

**Which products are selling the most?**

**How can we use point of sale data to better manage inventory?**

**How can we determine which countries have the most visitors to our website?**

## Objective

Increase sales of related products by 10% over the next six months by bundling items most often purchased together.

Increase sales of top-selling items by 15% by ranking the top 100 items by sales volume in the past 30 days and prioritize the marketing of those items.

Reduce the number of out-of-stock items by 10% by connecting POS (point-of-sale) data with warehouse data to identify when inventory is running low.

Increase brand awareness by 10% in the five countries with the most visitors as identified by website traffic.

## Data Needed

Items purchased by customers during the same transaction over the last six months

Items that were a part of most transactions over the last 30 days.

Items that are below a certain threshold amount in POS outlets but available in the warehouse.

List of countries and the respective traffic driven from those countries towards our website.

# Capture Data

## Meeting Notes

### Data Sources

- The POS dataset is used by marketing and merchandising to track sales.
- Web analytics data is used by both marketing and merchandising to track traffic to the site and monitor the success of products and campaigns.
- The POS dataset stores data on every item ordered by a customer in a single transaction.
- The web analytics data tracks the number of visitors by page and the visitors' location.

### Gaps

- Since the POS data is not connected to the warehouse data, it's hard to know when we need to restock.

### Data Transformation

- The POS data collects sales in the local currency, but it is difficult to compare sales from different countries.
- The marketing team would like the web analytics results filtered to focus on specific countries where they currently have ads running.

## Recommendations

The POS dataset should provide information about most sold items individually & as a group.

The warehouse dataset needs enhancements in terms of inventory management

Currencies need to be converted into a common currency.

# Manage, Analyze, Archive, and Destroy Data

## Meeting Notes

### Manage

- The POS information collects credit card information.
- The current policy on who should have access to PII (personally identifiable information), like credit card information, is unclear.

### Analyze

- The marketing team relies on a web traffic report that lists the total amount of traffic for the top five countries. This information should be updated daily.
- The merchandising team would like a clear and insightful visualization to understand how customers purchase products together.

### Archive and Destroy

- We shouldn't hold on to PII forever. We need a plan for when to destroy the data.
- While most web analytics data is not actively referenced beyond six months, the marketing team occasionally requires historical data up to five years for specific campaigns or trends analysis.

## Recommendations

The access to PII should be restricted to only authorised personnels.

To avoid legal complexities, a clear & defined outline of data retention & destruction policies is required.

Archiving analytics data should be carried out in regular time intervals. Followed by complete destruction of the data after a longer period.