PRJECT 4

Analisi SWOT

Strengths

- Data - Driven Decision Making:
Transitioning from intuition-based management to objective data analysis (Kaggle/ISTAT), significantly reducing human error.
- Stock Optimization:
Ability to identify "best-sellers" and "dead stock," effectively freeing up working capital.
- Automation:
CSV uploads and automated analysis save management countless hours of manual data processing.

Weaknesses

- Data Quality:
If the uploaded CSV files are "dirty" or incomplete, the results will be inaccurate.
- Historical Dependency:
Statistical models often struggle to predict events or sudden market shifts not reflected in historical data.

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Opportunities

- Improved Margins:
By preventing stock-outs during peak demand, the company maximizes every sales opportunity.
- Trend Analysis:
Using external macro-data allows the company to anticipate shifts in national consumption before competitors do.
- Accelerated Break-even:
Accurate forecasting drastically cuts warehouse holding costs, speeding up the project's Return on Investment (ROI).

Threats

- Market Volatility:
Sudden inflation or economic crises can render historical data less relevant for future predictions.
- Maintenance Risks:
Changes in external data formats (e.g., ISTAT portal updates) could require frequent and costly software maintenance.