

Global Retail Solutions

Jayashree Nagaraju

Company Background

- Leading retailer specializing in a wide range of consumer goods
- Located in Multiple continents

Products and Services

- Offers a comprehensive selection of products including electronics, home appliances, fashion apparel, books and groceries

Business Statement

- Identify the most popular brand and category to provide meaningful insights to the marketing and sales department to attract more customers



Dataset

- Dataset from Kaggle
- Almost 300K records
- Data of 2 years (2022 & 2023)

Description

- Customer Information
- Transaction Details
- Product Information
- Geographic Information



Tools Used

Python

For data cleaning and
creating separate
data frames for normalisation

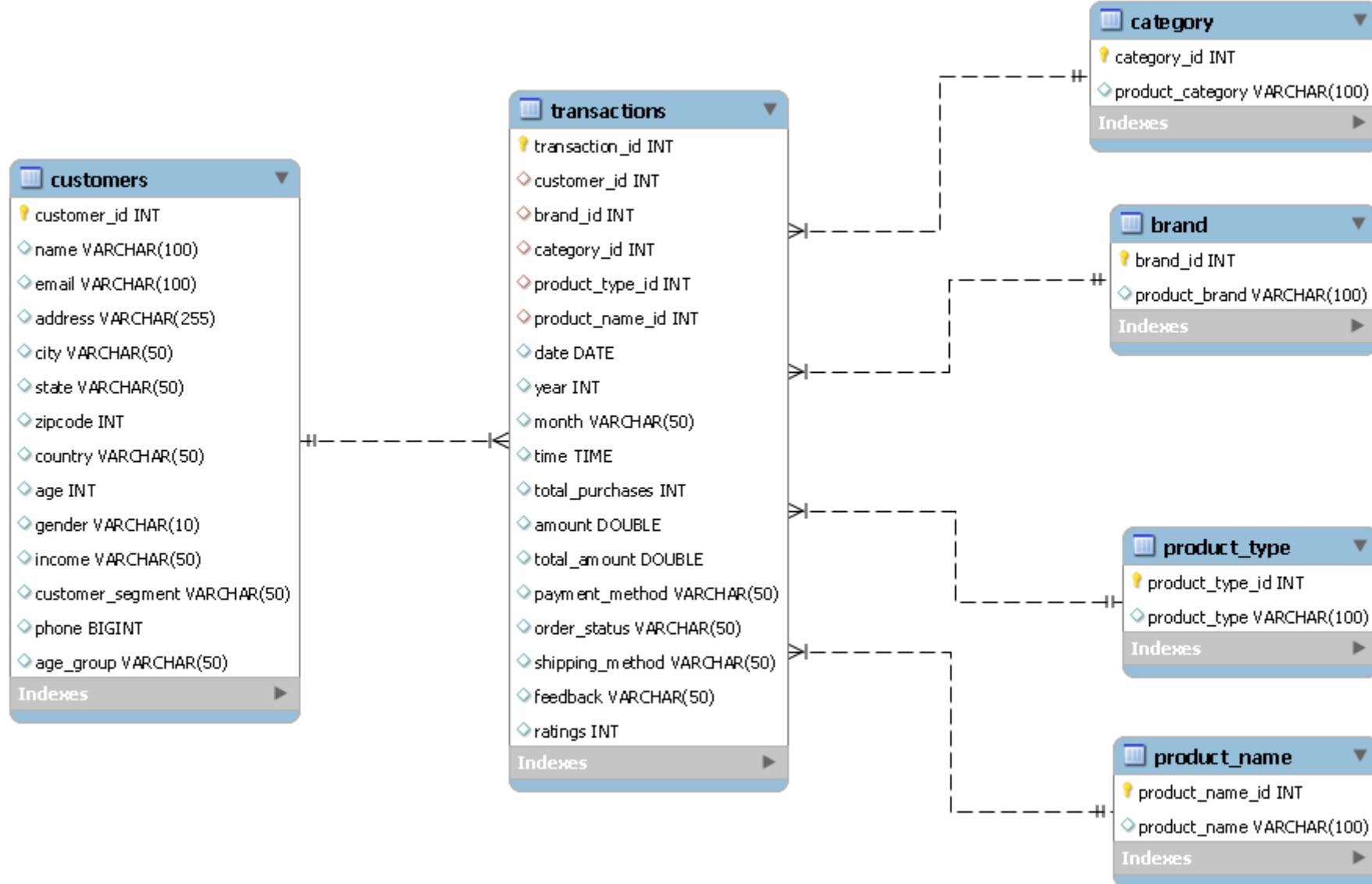
SQL

for creating ERD diagrams
and further analysis

Tableau

for visualisation

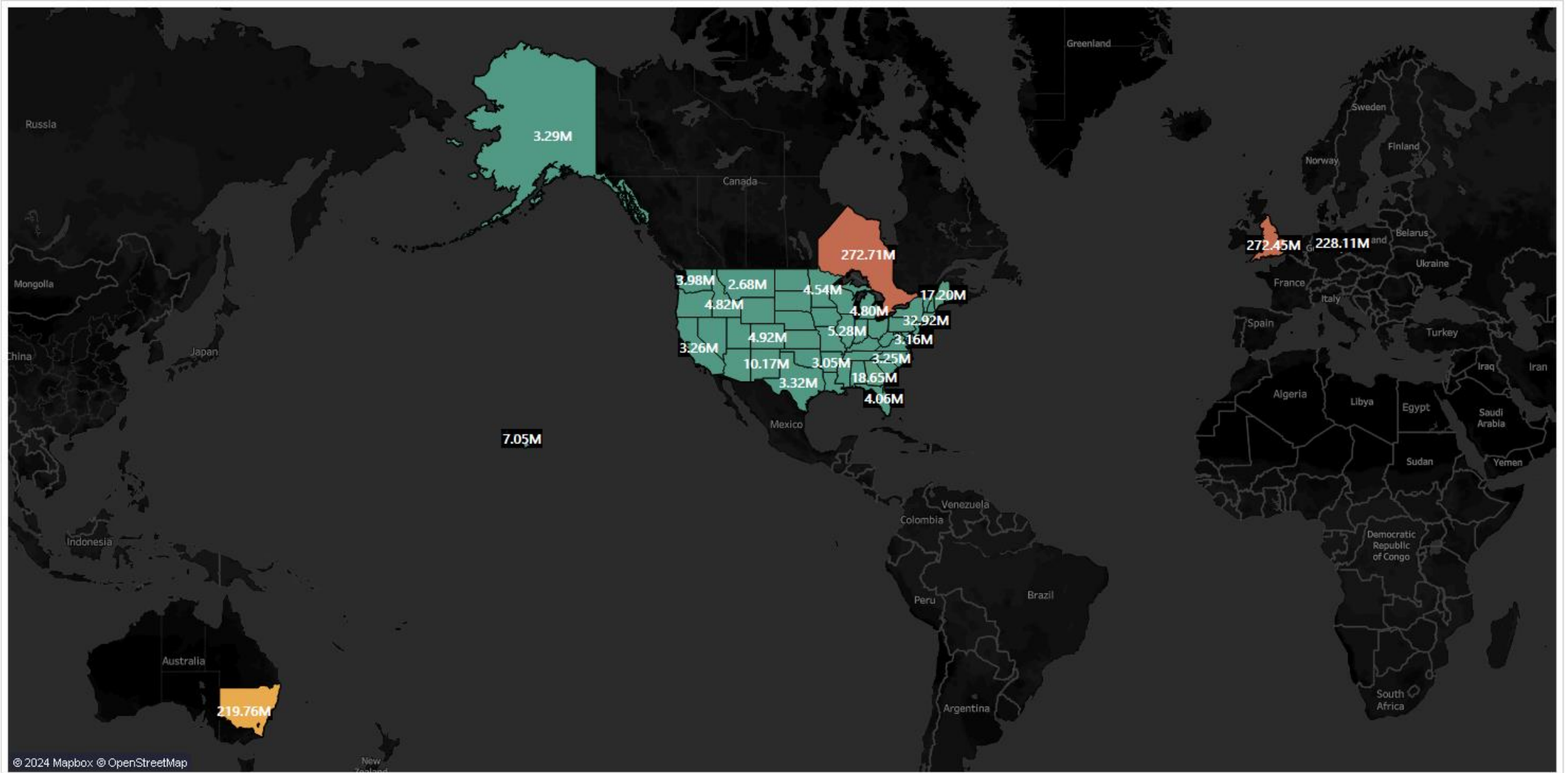
ERD Diagram



Business Cases

- Customer segmentation analysis based on age, gender, income etc.
- Sales trend analysis over time to identify peak seasons or trends.
- Product performance analysis to determine popular categories, brand and type.
- Geographic analysis to understand regional preferences.

Tableau Visualizations



Click on the above image to visit [tableau public](#)

Major Obstacle

- Missing fields
- Profit calculation
- Unsupervised learning (ML)
- Dataset too big for clustering



Conclusion

- Targeted marketing campaigns
- Product recommendations
- Loyalty programs for frequent buyers
- Inventory management





Thank You