***Analysis Objectives:***

1. Data Cleaning and Preparation: **-- Done**
   * Prepare the data for analysis by handling missing values, duplicates, and data type conversions
2. Exploratory Data Analysis (EDA): **-- Done**
   * Identify trends and patterns in sales performance, **top-selling products**, and **categories** over **the two-year period.**
   * Analyze website traffic data to understand trends in website visits, **traffic sources**, and **time spent** on the site. **– Parameter doesn’t exist ignored while other existing parameters are added.**
   * Explore **customer data** to understand **customer behavior**, **demographics**, and **feedback**.
3. Hypothesis Testing: **-- Done**
   * Formulate hypotheses to explain the decline in sales performance.
   * Conduct hypothesis tests to validate or reject the hypotheses.
4. Data Visualization: **-- Done**
   * Create informative visualizations (e.g., line charts, bar charts, scatter plots, heat maps) to communicate findings effectively.
   * Develop interactive dashboards to allow the management team to explore data and identify trends.
5. Recommendations: **-- Done**
   * Based on the analysis, provide strategic recommendations on pricing strategies, promotions, and marketing campaigns to improve sales performance.
   * Develop a demonstration roadmap with timelines, resource requirements, and expected outcomes for implementing the recommendations.

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