

# Business Problems Report



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## Introduction

The Marketing Department has identified several critical business problems to address for improving operational efficiency, enhancing customer satisfaction, and increasing profitability. This document outlines eight key challenges based on the analysis of sales data and customer trends. Addressing these problems will help refine our strategies and optimize decision-making processes.

## Business Problems

### Problem 1: Payment Methods and Transaction Analysis

Identify the variety of payment methods used by customers, the number of transactions for each method, and the quantity of items sold via each payment method. This will help evaluate customer preferences and streamline payment processes.

### Problem 2: Top-Rated Product Categories by Branch

Determine the highest-rated product category in each branch. Analyze branch-wise performance by category to identify areas of excellence and potential improvement based on customer feedback.

### Problem 3: Peak Operational Days

Identify the busiest day for each branch based on the number of transactions. This analysis will help optimize staffing and inventory levels for peak days.

### Problem 4: Quantity Sold by Payment Method

Calculate the total quantity of items sold for each payment method. This insight will assist in evaluating the efficiency of payment systems and understanding customer preferences.

### Problem 5: Category Ratings by City

Assess the average, minimum, and maximum ratings for product categories in each city. This data will help in understanding city-specific preferences and improving product offerings.

**Problem 6: Profitability by Product Category**

Compute the total profit for each product category, where profit is calculated as (unit\_price \* quantity \* profit\_margin). Prioritize categories with the highest profitability to maximize revenue.

**Problem 7: Preferred Payment Methods by Branch**

Determine the most commonly used payment method in each branch. This information will aid in tailoring payment options to customer preferences at specific locations.

**Problem 8: Sales by Shift**

Categorize sales into three time shifts: Morning, Afternoon, and Evening. Analyze the number of invoices generated in each shift to identify sales trends and optimize operational hours.

**Conclusion**

By addressing these business problems, we aim to improve customer satisfaction, enhance operational efficiency, and boost overall profitability. The insights gained from solving these problems will form the foundation for strategic business decisions in the future.

