

## Business Request

Dear Data Analyst,

Our company is seeking your expertise in analyzing various factors that impact our sales and customer behavior. We would like you to provide us with comprehensive insights and actionable recommendations based on your analysis of the data.

Specifically, we would like you to address the following:

1. Determine which outlet type (grocery store or supermarket) has the biggest impact on overall sales.
2. Identify which type of city has the most overall sales or which outlet location makes the most overall sales.
3. Analyze whether outlet size has any impact on overall sales.
4. Determine which product categories sell the most and the least.
5. Analyze whether product visibility and weight have any impact on sales and determine the average MRP of the product that sells the most and the least.
6. Identify which categories these products fall under.
7. Determine which products sell better in Tier 1 cities compared to Tier 2 and Tier 3 cities, and whether any products are selling better in Tier 2 and 3 cities as compared to Tier 1 cities.

We believe that your insights and recommendations will enable us to optimize our product offerings, marketing campaigns, and pricing strategies to increase sales, customer engagement, and loyalty.

Please let us know if you have any questions or require any additional information to conduct your analysis.

Thank you for your attention to this matter. We look forward to hearing your insights.

Sincerely,

Sales Manager