The analytical approach consists of four main steps.

1. Understanding the Business Problem

Before conducting any data analysis, it is essential to understand the overall business context. This includes:

- Understanding the retail business model.
- Identifying key customer segments.
- Analyzing the company's revenue and cost structure.

Additionally, aligning with the business's goals—such as increasing customer retention, optimizing revenue streams, or managing operational costs—is crucial to ensuring that the analysis is both relevant and impactful. In this case, **focus on improving revenue** as the primary business goal since detailed data on other aspects is unavailable.

## 2. Understanding the Data

A thorough exploration of the dataset is necessary to establish a strong foundation for analysis. This involves:

- Conducting exploratory data analysis (EDA) using **Python** to identify missing values, outliers, and inconsistencies.
- Cleaning and preprocessing the data to ensure accuracy and completeness.
- Creating new columns to segment customer behavior based on unit price.

3. Analytical Approach

A structured problem-solving methodology is applied to break down the issue and identify root causes. This approach includes:

- Defining key performance metrics relevant to the business objectives.
- Developing an **issue tree** to systematically analyze the situation.
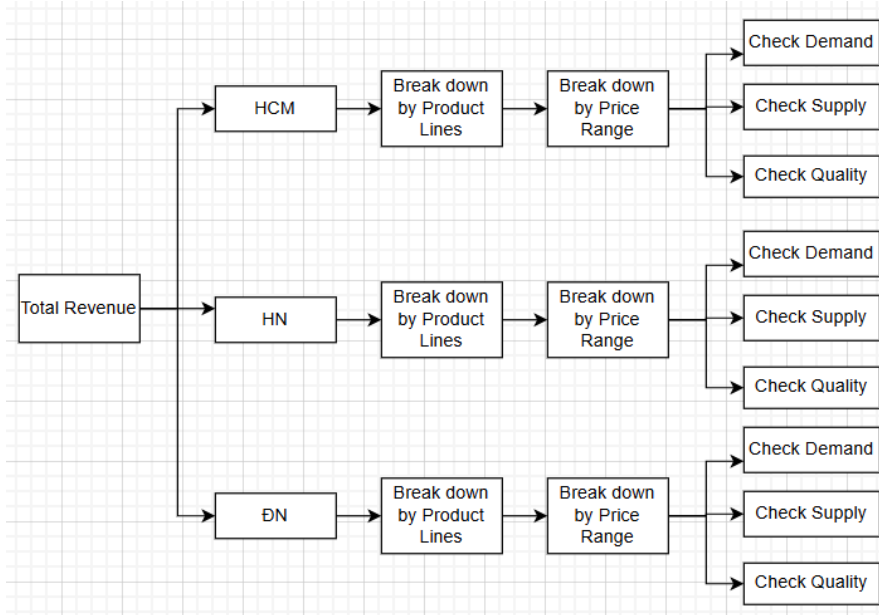
- Segmenting data into different groups to detect patterns.
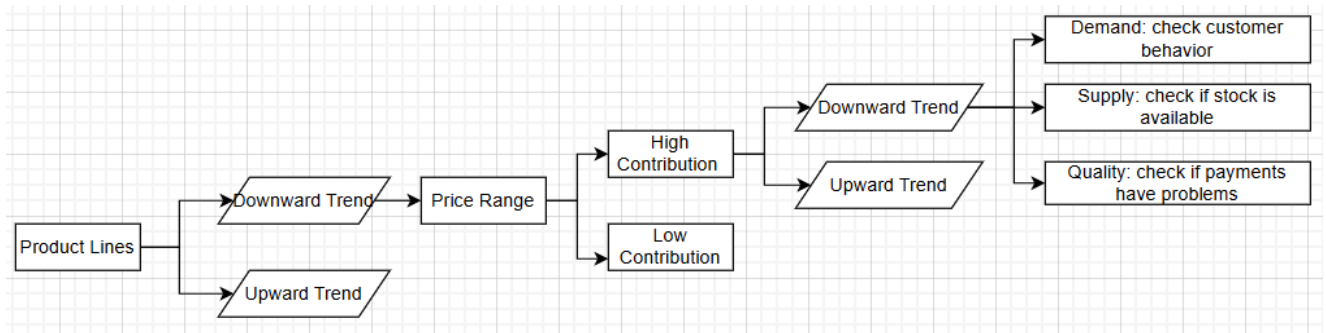
- Utilizing visualization tools such as **Tableau** to present insights in an easily interpretable manner.

4. Key Findings and Recommendations

- Based on the analysis, actionable recommendations are proposed and prioritized based on business impact, such as revenue contribution, and problem severity, including the number of affected segments and the rate of decline.