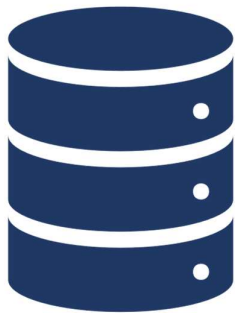NAME – NIKHIL RANJAN

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SALES STORE DATASET

STORE BACKGROUND

- A retail store chain track daily sales transaction, including order details, customer info, product categories, order time, and order status.
- The business wants to optimize operation, improve customer experience, and increase profitability using data-driven decisions.

PROBLEM STATEMENT

Store is facing loses and losing customers and making poor decisions.

- Missed sales opportunities
- Poor inventory and staffing decisions
- Increased operational costs
- Low customers satisfaction
- Inaccurate business forecasts

Solving this will increase revenue, improve, service quality, optimize operation

PROBLEMS

The store does not have a clear idea about

- Which product sell the most
- Customers preferences
- Which item bring the most profit
- Where things are going wrong in the delivery or operations

SOLUTIONS

- They need proper report and simple insight to understand their sales, customers, and product performance better.

BUSINESS PROBLEMS

1. What are the top 5 most selling products by quantity?
2. Which products are most frequently cancelled?
3. What items of day has highest number of purchases?
4. Who are five highest spending customers?
5. Which category generate the highest revenue?
6. What is the return/cancellation rate per category?
7. What is the most preferred payment mode?
8. How does age group affect purchasing behaviour?
9. What's the monthly sales trends?

10. Are certain genders buying more specific product categories?