Images from Inu + Neko
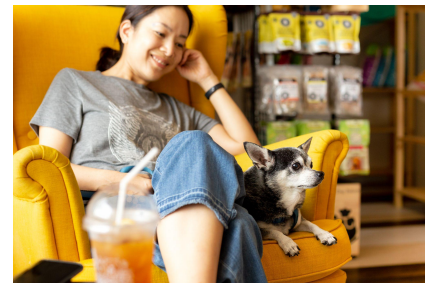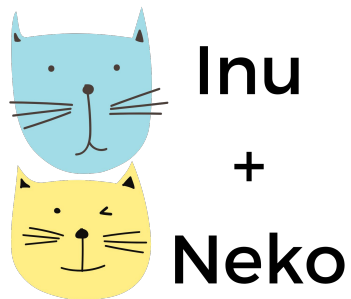
Here are a few images that can be used throughout your deck that are part of the Inu + Neko image library.

Inu

+

Neko

Course 2 Capstone

The OSEMN Process

presented by : Omar Atta

Give at least two example questions you would want to answer as an analyst that relates to Inu + Neko's business problem.

Remember a good question includes a focus on something that is actionable and follows the SMART goal principles (specific, measurable, attainable, relevant, & timely).

1– Which states have the highest sales in total sales for Inu + Neko's Business ?

2– What are the most demanded products in the last year ?

3– Which times of the year have the most sales on the Inu + Neko website and in stores ?

4– What is the most common animal_type that leads to more sales profits ?

5– Which customer age_group makes more sales ?

What information do you think would be particularly important to your analysis for Inu + Neko?

To answer all the questions i asked in my analysis, i would need some information related to the questions factors:

1– in the 1st question, i would need to know the states that the company serve in beside the total sales in each state .

2– in the 2nd one, i would need to know the products of the business and number of sales for each product.

3– in the 3rd, i need to gather total sales data in each month through the first 2 quarters of 2021.

4– in the 4th, i need the names of the animal types that the business targets then the total sales that each type makes .

How would you go about gathering this information?

There two sources to gather information about our business and these are :

A– The physical store (offline) : by reviewing the collected data from the old purchases during the whole year for each product and each animal type at a specific time and try to make loyalty cards (include more sales) that will ask for the customer age and the gender and maybe the status(single \ married) as an optional question.

B– The store website (online) : here i would have more potentials **to know my audience public information** by registering to the site to be a member to purchase easily with your account and your credit card (financial information won't be gathered) **only the same as above** beside that i can use cookies to understand their behavior online and what they look for most and present it to them as first thing on my website to purchase products easier.

What are some potential issues or roadblocks can you see in trying to get this information to address Inu + Neko's business problem?

A- On the offline level :

it will be hard to collect the complete data about products purchased by customer as they don't need to provide their information to buy anything from the store(that's why membership cards or loyalty cards that come with many advantages and sales but need some public information and private one don't collected).

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B- On the online Store:

Here i can face a big problem and that is related to customers who are using the option of blocking cookies in their browsers also using their account from different devices what leads to different browsers and each browser on and each device and a specific code to fit with it .

Your Data Visualization

Using Tableau, create the *requested visualization (Placeholder)*. See Step 2 for additional instructions. The CSV is linked here.
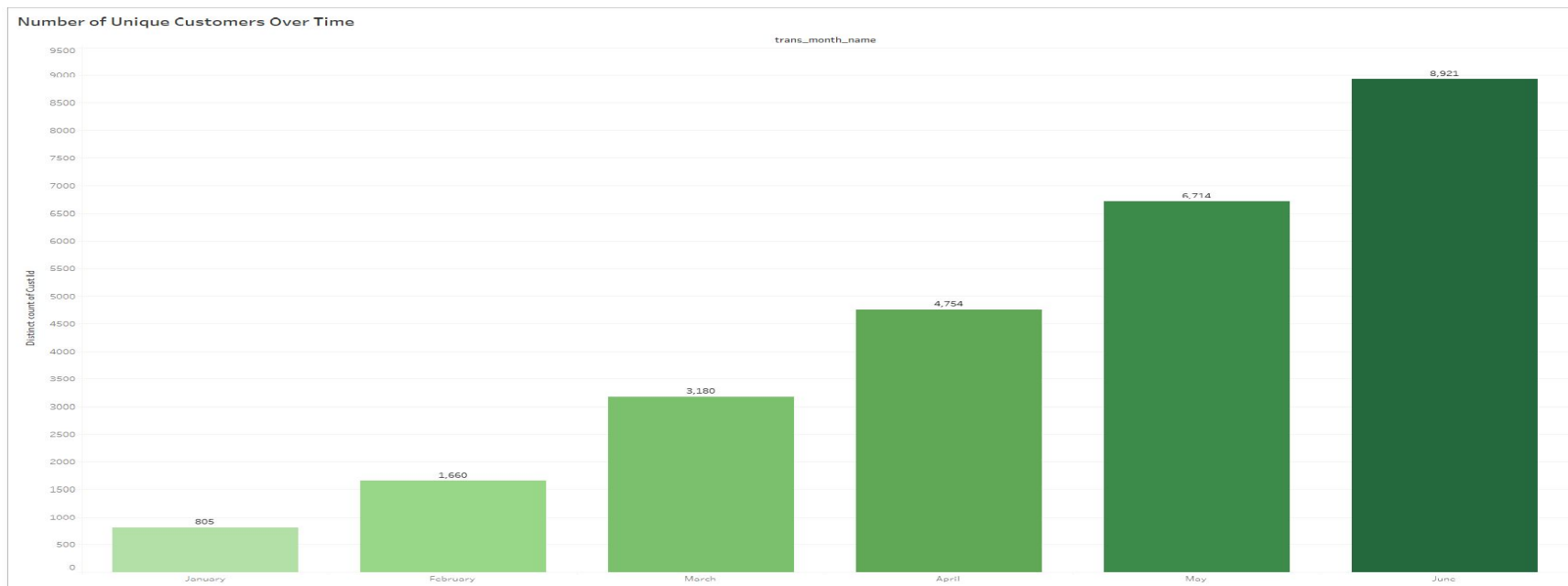
What does this visualization show about the data?

1– It shows increasing in the the number of new customer each month than the previous one .

2– In the first 3 months, i can notice that numbers are getting doubled in each month than the month before (ex: total number in january was 805, then in February it turns to be 1660).

3– In the last 3 months numbers of unique customers get increased in a steady pace, from 1000 to 2000 increased per month.

4– This visualization also show that the satisfaction of the business products and services is increasing month by month what leads to more data to be analysed in the system.

Does this visualization align with what we've seen so far from the data?

- **I can say that it totally fits the growth that happens in the business profits and the shop popularity either offline or online.**

- **New customers keep coming and more quantities get sold and more shops get opened in more states .**

- **Each quarter is higher than the one before and in the future on this pace, it will lead to a great result but more can be achieved (that's the next step in creating solution for growing fast and steady)**

What recommendations would you give Inu + Neko based on the model results?

"My model result shows a decreasing in the current customers numbers especially after Regular and National holidays."
        "And the number of customers doesn't grow in the last six month of the year like in the first ones."

First recommendation would be :

Increasing the existence of the most popular products for customer to find when they visit the store online or offline as

Reputation of having all my needs matters for any business and our case is the supplements for the owners pets (they

consider them as their close friends in many cases), so be ready for rush days in the year and not forgetting about the

rest of the year of course.

The slogan of the business should be always **(We are always here for your buddy "Pet")**

What recommendations would you give Inu + Neko based on the model results?

Second recommendation would be :

The business can create survey not long, only 3 or 4 questions max **(as people get bored easily from the fast life we have around us),** the questions in this survey can focus on the customer needs most from products choose from, to services to give opinion about and what the business miss.

(questions can be like :
1– What is your favourite product that you love to buy from our store?

2– Which days you prefer most for shopping in our stores ?

3– do you like daytime more or evening time when you buy from our stores ?

4– what is the physical component do you need most to be available to enjoy your shopping experience in our stores ?

Note: In the states with least customers and sales, questions should focus more on what they miss in the store online or offline that make them not so interested in the business services .

What can you say about the current state of the business?

The current state for the first six month shows progress in the sales and the spreading of the business stores as they give many types of products beside making profits in all the states (on different levels of course).

They going up on a slow base but still not bad for the size of the business but with applying the previous recommendations they can go up faster but they need to watch for little details like specific days of vacations and national holidays .

I can see this business as a promising brand especially they offer a friendly products that specifying pets "our friends", and they presenting their services in a friendly way (Behaviour towards the customers always matters)

What projections can you make about the future state of the business?

With applying recommendation of making surveys and be ready in busy days to fulfill the customer needs in these days. I can see changes like these:

1st– Being always ready for huge demanding on a specific products and afford them to the customers

2nd – Add enhancements to the physical store (ex: Adding more sections, adding more chairs for elders, etc)

What finally gonna lead to :

1– increasing in the customer satisfaction what leads to more happy customer and more newcomers of course.

2– being able to open more stores and also more advertisements what lead to making the brand more solid.

"I hope by the end, it will be number one pet store in the whole US in only few years with a solid foundation of services and experience in this business"

What would you recommend to Inu + Neko?

1– Give more credibility to the cookies on the website and tell the users that cookies only here to make their shopping experience easier and shorter (And of course being honest in my promising to them about collecting only non personal data)

2– one of the most effective techniques can be big sales on specific products like popular ones or sometimes less popular ones with big sales on these and not forgetting a special offers for the newcomers.

3– Also offering memberships with competitive prices as monthly or annually or even quarterly (Giving more options but not so much options for not causing any confusion), annual subscription will be the most attractive offer.

4– Increase shipping methods or some times free shipping for customers in the states with less user and not increasing fast .

What more work could be done to expand on your analysis?

(You won't need to do this but state what would be good next steps for a follow-up analysis.)

Some more information could be afforded to build more solid analysis and give better service and better profits for the business in the future, like these:

A- try to add more information about the customers like :

1- marital status

2- gender

3- Number of pets each customer have

B- Also some information about the store like:

1- The store products in each city in each state

2- the store location (by city name not just the state)

3- picking important data like specific sections visits by customers online (by the cookies in the website)