

# Business Problem Statement – Floral Department Analytics

A grocery floral department is losing margin due to perishability (waste/shrink) and stockouts during peak demand (e.g., Valentine's Day, Mother's Day). Decisions on markdown timing, ordering, and promotions are largely manual; managers lack a single, trusted view of sales, waste, and inventory health. Managers lack a simple, trusted dashboard that quantifies waste and margin loss and guides actions to reduce end-of-day waste, order correctly for holidays, and select promotions that truly lift profitable sales.

**Business Question:** How can the department use daily SKU data to **reduce waste**, **avoid stockouts on holidays**, and **improve gross margin** using simple, repeatable rules (markdown timing & holiday ordering)?

## Deliverables

1. **Data Preparation & Modeling (Python / Power Query):** Clean and transform the raw dataset for analysis.
2. **Data Analysis (SQL):** Build views for KPIs and comparisons; run queries for baseline vs. pilot and promo uplift.
3. **Visualization & Insights (Power BI):** Overview KPI, Waste & Markdown (Before/After), Holiday Readiness, and Promo ROI; What-If sliders for Markdown% and Holiday Factor.
4. **Report & Presentation:** Business Problem and Business Outcomes & Impact with headline numbers and ROI; Short slide or PDF summary for stakeholders.
5. **GitHub Repository:** Include all Python scripts, SQL queries, and dashboard files in a well-structured repository. And a concise README linking to the one-pagers.