**RELEASE NOTE**

**RETAIL SALES ANALYSIS**

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**1. INTRODUCTION**

→ Retail Sales Analysis is a list of over 7,000 electronic products with pricing information having over 15 unique fields provided by Datafiniti's Product Database. The dataset also includes the brand, category, merchant, name, source, and more.

→ One challenge of modeling retail data is the need to make decisions based on limited history. Holidays and select major events come once a year, and so does the chance to see how strategic decisions impacted the bottom line. In addition, markdowns are known to affect sales – the challenge is to predict which **PRODUCTS/BRANDS** will be affected and to what extent and to identify retail industry trends in pricing strategies.

**2. COMPATIBLE PRODUCTS**

This project has been tested on the Putty platforms through Pyspark, Machine learning, Mysql and Grafana.

**3. UPGRADES**

1. Before placing your merchandise, think of the flow or the path that you want customers to take through your store.
2. The idea is to lead people deeper, not to turn them away at the entrance. So, it makes sense to put things near the entrance that will get their attention and make them want to see more.
3. If your customers are comfortable being in your store, they’re more likely to want to [stay a while and spend more money](https://www.vendhq.com/blog/modern-retailers-getting-customers-stick-around-can/). Creating a comfortable atmosphere where people will want to be can go a long way toward improving sales.

**4. NEW FEATURES**

The retail analysis dataset provided for us has the following features which can be implemented for the advancement of the store.

* Pricing strategy for the products from its sales price(Max & Min)
* Competitive pricing strategy for the same product from different merchants
* Count of which brand products are in sales in the market.
* The day in which the sales are updated more/less.
* Finding Whether New or Used product sales are High/Low