**Supply Chain Management – Market Research Phase**

**1. Suggest the probable business impact of each independent feature on the target**

* Warehouse\_Id does not create any impact on the target as its values are unique.
* WH\_Manager\_Id does not create any impact on the target as its values are unique.
* Location\_type – Location may affect the time taken to ship the product.
* WH\_capacity\_size - Warehouse capacity should always be optimum to meet the actual demand.
* Zone – Does not create any impact on the target as zones are identically defined
* WH\_regional\_Zone – Does not create any impact on the target as regional zones are identically defined
* Num\_refill\_req\_l3m – This data defines the target and thus has an impact on the target.
* Transport\_issue\_l1y – Transport issued increases as the production increases
* Competitor in market – This has an inverse effect on target
* Retail\_shop\_number – As the number of retail shops increase shipping of product also should increase
* Warehouse\_owner\_type – Does not have any direct impact on products to be shipped.
* Distuributer\_num – Does not create any impact on the products to be shipped
* Flood\_impacted – Flood will affect the shipment of products in the affected area.
* Flood\_proof – Does not create any impact on the weight of products to be shipped
* Electric\_supply – Does not create any impact on the weight of products to be shipped
* Dist\_from\_hub – If the hub is near more products can be shipped in less amount of time and vice versa.
* Workers\_num – It has direct impact on the target. When the number of workers increase or decrease there will be a difference in the quantity of products shipped
* Wh\_est\_year – Does not impact the weight of the product
* Storage\_issue\_reported\_l3m – If the warehouse storage has issue the weight of the product shipped will be impacted
* Temp\_reg\_mach – No impact on weight of product shipped
* Approved\_wh\_govt\_certificate – Certification can have an impact on products shipped
* Wh\_breakdown\_l3m – If the warehouse has a breakdown, it will have an impact on weight of products shipped.

**2. Suggest ways in which the organisation can benefit as a result of analysing the data**

* The transport issued can be made equal to refill request so that demand and supply will be equal.
* Factors affecting business can be identified.
* Variation in demand based on zones and regional zones can be identified.

**3. Suggest missing features that can help with the analysis based on business logic.**

* Number of damaged products from each warehouse after shipping
* Cost for transportation

**4. What is the best way to collect data for the suggested features?**

* Fetch details from retailer about the condition of noodles packet received
* Cost of transportation can be collected from the warehouse after recording it.