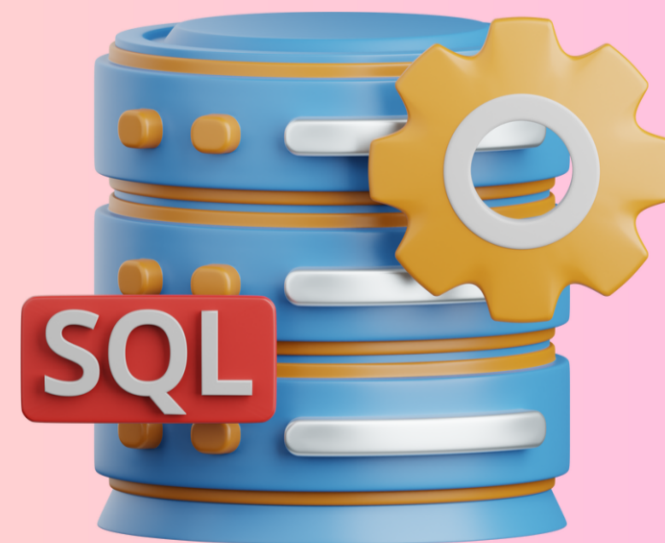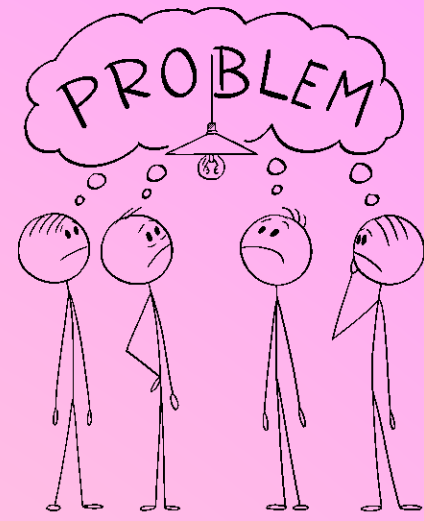# Sales

Store

Dataset

Store

Background

- A retail store chain tracks daily sales transactions, including order details, customer info, product categories, order times, and order status.
- The business wants to optimize operations, improve customer experience, and increase profitability using data-driven decisions.

Probmen Statement

Because of this, they are missing chances to earn more, losing customers, and making poor business decisions.

Problem

- The store doesn't have a clear idea about
- which products sell the most,
- customers preference,
- which items bring in the most profit, and
- where things are going wrong in delivery or operations.

Solution

They need proper reports and simple insights to understand their sales, customers, and product performance better.

Why it need to be Solved
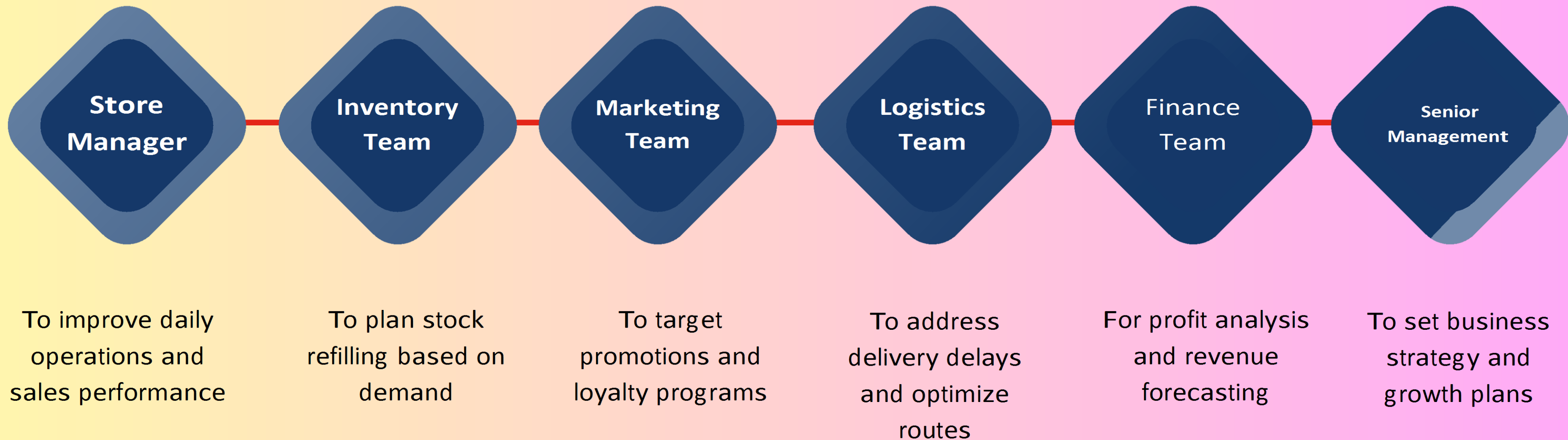
Without proper insights:

◆ Missed sales opportunities

◆ Poor inventory and staffing decisions

◆ Increased operational costs

◆ Low customer satisfaction

◆ Inaccurate business forecasts

Solving this will help increase revenue, improve service quality, optimize operations.

Stakeholders

Stakeholders are the people or teams who are directly affected by business decisions and use sales insights to improve their work and the company's performance.

Store Manager	Inventory Team	Marketing Team	Logistics Team	Finance Team	Senior Management
To improve daily operations and sales performance	To plan stock refilling based on demand	To target promotions and loyalty programs	To address delivery delays and optimize routes	For profit analysis and revenue forecasting	To set business strategy and growth plans

Business Problems ❓

1. What are the top 5 most selling products by quantity?

2. Which products are most frequently canceled ?

3. What time of the day has the highest number of purchases?

4. Who are the top 5 highest spending customers?

5. Which product categories generate the highest revenue?

6. What is the return/cancellation rate per product category?

7. What is the most preferred payment mode?

8. How does age group affect purchasing behavior?

9. What's the monthly sales trend?

10. Are certain genders buying more specific product categories?