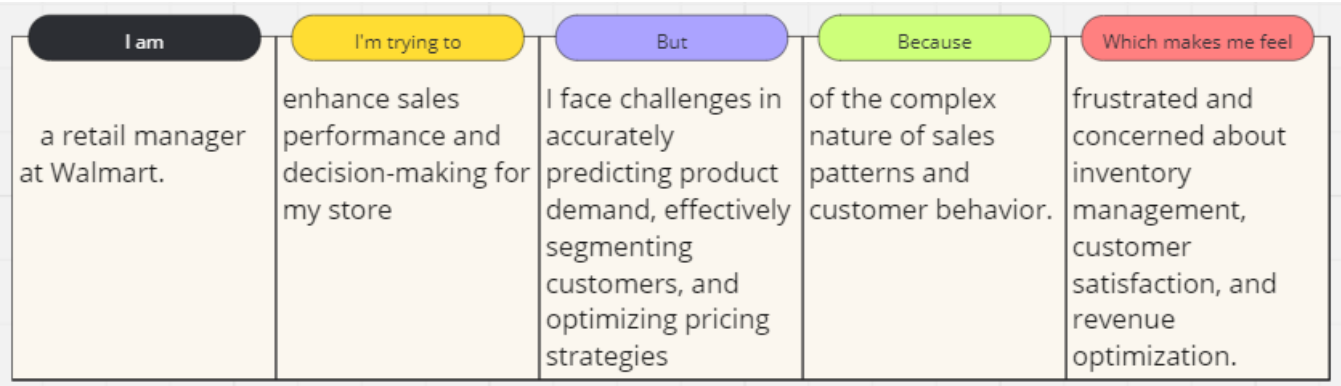
Project Initialization and Planning Phase

Date	4 June, 2024
Team ID	SWTID1719938571
Project Name	Walmart Sales Analysis for Retail Industry with Machine Learning
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

This project aims to enhance sales performance and decision-making in the retail industry by leveraging machine learning and historical sales data from Walmart. Focusing on demand forecasting, customer segmentation, and pricing optimization, it addresses key challenges such as predicting product demand, effectively segmenting customers, and optimizing pricing strategies. By developing models to forecast demand, analyse customer behaviour, and determine optimal pricing, the project seeks to improve inventory management, target marketing efforts, and maximize revenue. The expected outcomes include better inventory control, enhanced customer insights, and optimized pricing, ultimately boosting sales performance and operational efficiency for retailers.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a retail manager at Walmart.	enhance sales performance and decision-making for my store	I face challenges in accurately predicting product demand, effectively segmenting customers, and optimizing pricing strategies	of the complex nature of sales patterns and customer behaviour.	frustrated and concerned about inventory management, customer satisfaction, and revenue optimization.