DATA ANALYSIS QUESTIONS FOR SUPERMARKET DATASET

STEPS:

1.DEFINE THE PURPOSE AND OBJECTIVE OF THE ANALYSIS?

2.GATHER THE DATA

3.CLEAN AND PREPARE THE DATA

4.EXPLORE THE DATA

5.CHOOSE THE APPORIATE STASTICAL METHOD

6.ANALYSE THE DATA

7.VISUALIZE THE RESULT

A.SALES PERFORMANCE

1.What are the top selling products in the super market?

2.what are the low selling products in the super market?

3.what are the Average selling products in the supermarket?

4.How the sales change over the time(period)?

B.CUSTOMER BEHAVIOUR

1.Who are the customer visiting the supermarket frequently?

2.What are the spending pattern of the frequently visiting customer?

3.What products do different customer segments purchase and how do their spending and how do their spending behaviour changes?

C.PRODUCT PRICING

1.How does the supermarket fix prices to the product and how its impact on their sales?

2.What is the Effect of discounts and promotion on the sales?

D.INVENTORY MANAGEMENT

1.How the super market manage their inventory? what is the effect of overstocking and understocking?

E.PRODUCT PLACEMENT

1.How does the arrangement of produts in the store affect sales?Are certain products placed in strategic location to maximize the sales?

F.MARKET COMPETITION

1.How does the super market compare to its competitor in terms of customer statisfaction,product offering,sales?

G.CUSTOMER STATISFACTION

1.What are the factors for the customer statisfction?

2.What are the commom complaints and feedbackof the customer?

3.How the supermarket address the issue?