Business Problem Statement

A leading quick-commerce retail company aims to gain deeper insights into customer purchasing behavior to drive revenue growth, improve customer satisfaction, and strengthen customer retention. Recent variations in sales performance across product categories, outlet locations, outlet sizes, and customer preferences have raised concerns about the effectiveness of current inventory and expansion strategies.

Management seeks to understand how factors such as product category mix, outlet type, location tier, outlet age, item visibility, and customer ratings influence purchasing decisions and overall sales performance. Additionally, the company wants to identify which combinations of outlet formats and product attributes consistently generate higher sales and customer engagement.

The objective of this analysis is to answer the following business question:
How can the company leverage sales and outlet performance data to identify revenue drivers, optimize inventory allocation, and improve strategic decision-making across locations and store formats?

Deliverables

1. **Data Preparation & Modeling (Python):** Clean and transform the raw dataset to ensure accuracy and analytical readiness.

2. **Data Analysis (SQL):** Structure the data, simulate business transactions, and execute queries to uncover insights on sales drivers and outlet performance.

3. **Visualization & Insights (Power BI):** Develop an interactive dashboard highlighting key patterns, trends, and performance metrics.

4. **Report & Presentation:** Summarize findings, insights, and business recommendations in a clear and concise report with a stakeholder-ready presentation.

5. **GitHub Repository:** Maintain a well-organized repository containing Python scripts, SQL queries, and Power BI dashboard files.