

1. Missed sales opportunities
2. poor inventory and staffing decisions
3. increased operational cost
4. low customer satisfaction
5. inaccurate business forecasts

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

#### Stack holder

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-

To improve daily operations and sales performance

Inventory Team-

To plan stock refilling based on demand

Marketing Team –

To target promotions and loyalty programs

Logistics Team -

To address delivery delays and optimize the route

Finance Team -

For-profit analysis and revenue forecasting

Senior Management-

To set business strategy and growth plans

Business problem –

1. What are the top 5 best-selling products by quantity?
2. Which product is 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 the age group affect purchasing behavior?
9. What is the monthly sales trend?
10. Are certain genders buying more specific product categories?

