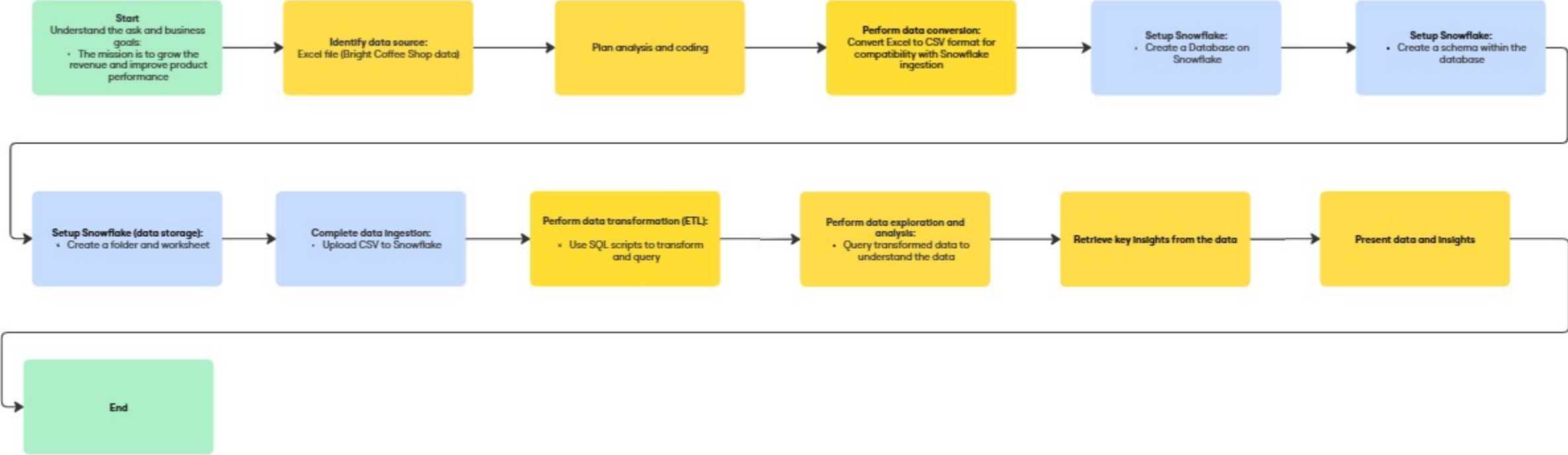


# Data Flow and Architecture Diagram



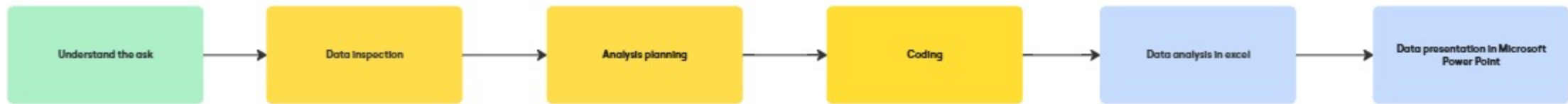
## Understanding the Ask

**Company Mission:**  
Grow the company's revenue and improve product performance

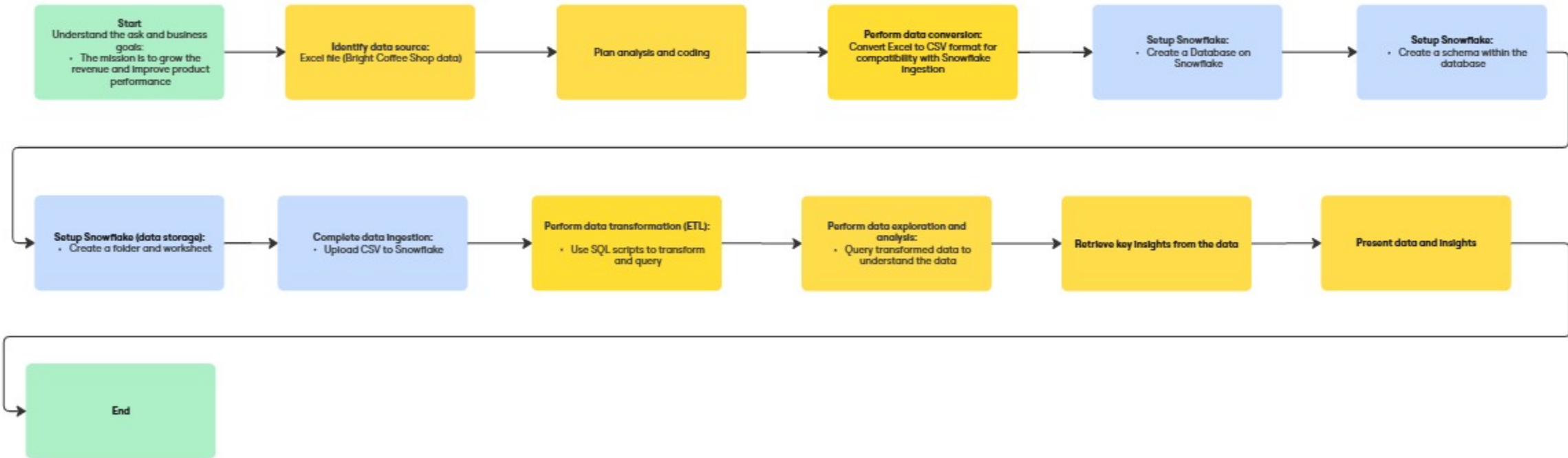
- Project Objective:**
- Which products generate the most revenue
  - What time of day the store performs best
  - Sales trends across products and time intervals
  - Recommendations for improving sales performance

**Key insights the team should deliver:**

1. Sales by product category and time intervals
  - Peak sales time
  - Lowest sales time
2. High-performing and low-performing products
  - Top performing product by revenue
  - Lowest performing product
3. Total revenue calculations
4. Top 5 products and the revenue they generate
5. Most/Least sold product by quantity
6. Product with stable performance across all time slots
7. Recommendation:
  - promote low performing during peak hours to boost visibility and sales
  - market least sold
- Peak time would be ideal for promo and new product launches



### Data Flow and Architecture Diagram



Data Planning

