**DAB303 - PROJECT PROPOSAL**

1. **Company/Industry you are working on and why.**

To start, for a personal project, I decided to use the Supermarket Sales dataset as a marketing research topic. As, I was looking at various topics related to marketing issues, I found that the Supermarket Sales data was the real reason for researching purpose in merchandising industry.

1. **How did you find the dataset**

At the time, I was looking for a dataset on Kaggle, I found this dataset and when I looked at this dataset, it perfectly matched my research topic. So I decided to use this dataset for my marketing research. This dataset consists of 17 columns and at least 1000 rows.

1. **What specific marketing problem you are researching on and why.**

In this project, I will study supermarket sales data in the sales industry. I decided to research this particular marketing problem to predict which customers buy which specific products, as well as payment methods and payment methods based on gender behaviour.

1. **How will you go about solving the problem?**

I am going to make use of sales analysis modelling to pin-point the real reasons of supermarket sales from the Sales dataset and at the same time I will calculate the number of customer type weather the normal customer or member holder customer get how much discount on the best price. Further, how the payment channel has been used by the gender depends upon the product they have purchase. Finally, by Product line with total hours, ratings and gross income.

1. **What do you hope to accomplish with the project.**

I decided to research this particular marketing problem to understand the root reason for supermarket sales data in the sales industry. In this day and age, the sales industry uses amazing technology to make all sales transactions profitable and affordable. So, to accomplish this, I will check that which product has been sale more in the given year of the sales dataset. So that, at the time of stacking new products as per the customer and benefits it will be helpful for the supermarkets that which item need to store more as per the analysis of the data by the graphs that has been generated.