



Case Study – Data Analytics Proposal

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Areas of Opportunity	What can be done?			
	Descriptive Analytics	Diagnostic Analytics	Predictive Analytics	Prescriptive Analytics
Inventory Management	What is the total quantity of an item in the store and in the warehouse?	Why do we have an excess quantity of a specific item?	What do we expect the total drop in inventory to look like for an item in the next 3 months?	How much quantity of an item should we order for the next 1 month?
Sales	Transactions/sales per day for each product?	Based on the data should the product be kept or not? If kept then should there be any price changes depending on the necessity of the product?	By analysing the trend of each product's sales in the last 5 years to get a more accurate answer, how much sales will the product do in the near future?	Based on the demand is the inventory holding enough to not end up losing customers?
Social Media, Email, Google Ads, and Print, and Marketing	How much sales did the store gain as a result of the marketing strategy?	What part of the marketing strategy attracts the customers the most?	Based on the diagnostic analytics result how much more sales can the store make if the current pattern of marketing is continued?	Content and ad recommendations based on the current state for the future?
Employee Management	What are the peak hours of sales? What season of the year is it(holiday season)	Why are the customers coming mainly in that hour of the day?(if the customer is coming during work breaks then could be diverted to ready packets or coffee counters if they	Identifying the peak hours of the day aids the store to know which hour of the day/days of the week/season of the year needs more number of employees to ensure smooth	Identifying the peak hours and employing more employees for that time will lead to avoiding hassle and issues caused by the same in the store?

		are coming more on weekends then to weekly grocery section,etc)	functioning of the store?	
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