**PROJECT XYZ**

Companies provides Software as a Service solutions to improve affordability, mobility and efficiency. the strategies employed to convert sales and create steady streams of revenue. XYZ sees that as a better solutions that give us a competitive advantage.

Providing businesses with solutions that are scalable and environmentally friendly. The solutions also reduce maintenance costs, equipment costs and other costs associated with hosting new data-intensive applications. XYZ business provides solutions that accommodate traffic spikes and additional sales space at no additional cost.

The project is able to create insights into XYZ’s stronger and to improve areas. Such insight and other lines of action are listed below.

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|  | **Observation**  **/ Inference** | **Suggested**  **Line of Action** |
| 1 | XYZ has lack of encouraging and publishing customer reviews | XYZ could try to make customer feedback as much important. While your designers, marketers, and retail associates may know the ins and outs of your products, customers are the ones who buy and use them. Since customers are now the center of the shopping experience, their feedback about that experience is also highly valuable.  Whether your retail store is in-person or online, encourage each and every customer to share their feedback in the form of a customer review. |
| 2 | Epay payment is the most used payment method in some branches | XYZ can make their payment method more secured using epay method. Educate Consumers  Many consumers are still wary about using digital payments, but if XYZ can educate their customers on the security advantages of digital payments, more consumers will be comfortable with the new form of payment. Consider displaying signage in your business or using email marketing to explain to customers how digital payments are much more secure than traditional transactions. |
| 3 | Lagos marks the highest sales. | XYZ can improve the highest sales for other states by ensuring that XYZ store shows up in online search results  Now more than ever, consumers are turning to Google to find stores and products. Make sure that you’re showing up whenever they conduct a search relevant to your business. |
| 4 | Fashion accessories sales the highest at sales record | XYZ should try and make all product sale as high as all the product by giving a good and nice product at lower price |
| 5 | Food and beverages products tend to bought more in bulks. | It shows that priority should be given to the stocking of the Food and beverages section |

Applying the mentioned action is guaranteed to make XYZ stronger in its cities of operation.