GCP CDA Module 3 - Activity 1 Recommendations

Slide 1: Planning

• Business Question: Which products are most often purchased together?

  Objective: Increase sales of related products by 10% over the next six months by bundling items most often purchased together.

  Data Needed: Items purchased by customers during the same transaction over the last six months.

• Business Question: Which products are selling the most?

  Objective: Increase sales of top-selling items by 15% by ranking the top 100 items by sales volume in the past 30 days and prioritize the marketing of those items.

  Data Needed: Sales volume data from the POS system for all products over the past 30 days.

• Business Question: How can we use point of sale data to better manage inventory?

  Objective: Reduce the number of out-of-stock items by 10% by connecting POS data with warehouse data to identify when inventory is running low.

  Data Needed: POS data linked with warehouse inventory levels to track stock depletion trends.

• Business Question: How can we determine which countries have the most visitors to our website?

  Objective: Increase brand awareness by 10% in the five countries with the most visitors as identified by website traffic.

  Data Needed: Web analytics data showing visitor counts by country, filtered to highlight countries with active ad campaigns.

Slide 2: Capture Data

• Connect POS and warehouse data to enable inventory tracking and restocking alerts.

• Standardize currency values in POS data to allow accurate cross-country sales comparisons.

• Filter web analytics data to focus on countries with active marketing campaigns for more targeted insights.

Slide 3: Manage, Analyze, Archive, and Destroy

• Define access policies for PII, ensuring only authorized personnel can view sensitive data like credit card information.

• Automate daily updates of web traffic reports and create visualizations showing product bundling patterns for merchandising.

• Implement a data retention policy: destroy PII after a defined period and archive web analytics data for up to five years for trend analysis.