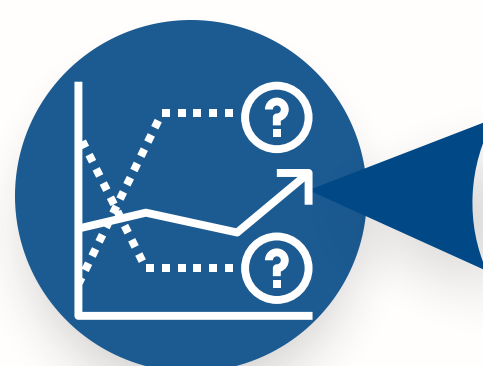


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## ACCT414 ACCOUNTING ANALYTICS CAPSTONE PROJECT SHOWCASE

★ 1<sup>ST</sup> ★

AI-unmanned  
convenience store in SG



### Dashboarding

Four dashboards were created to provide an overview and detailed understanding of store performances. Performance metrics included sales revenue, gross profit, average transaction value, and inventory depletion.

### Forecasting

Applied forecasting model for each product category at each location with a forecast period of 6 months. Results were aggregated monthly, plotted via ggplot, and checked against prior sales knowledge to determine whether to follow the forecasted demand.

### Product Bundling

Pareto's 80/20 rule was used to narrow down product scope. Association rules from market basket analysis identified complementary products for product bundling strategies.

### Insights and Learning Points

1

Applying relevant knowledge and skills learnt from SMU courses such as **Data Modelling and Visualization** to create effective dashboards and **Statistical Programming** for R studio

2

Deeper understanding of important metrics used by store owners in the retail industry, and how different **metrics, trends and visualizations can be analysed to derive decisions**

3

Importance of **communication, teamwork and time management** when solving client's business problem and formulating solutions tailored to their specific needs

### Software and Data Visualisation



Power BI

