DATAkliq Proficiency

Compiled by the team
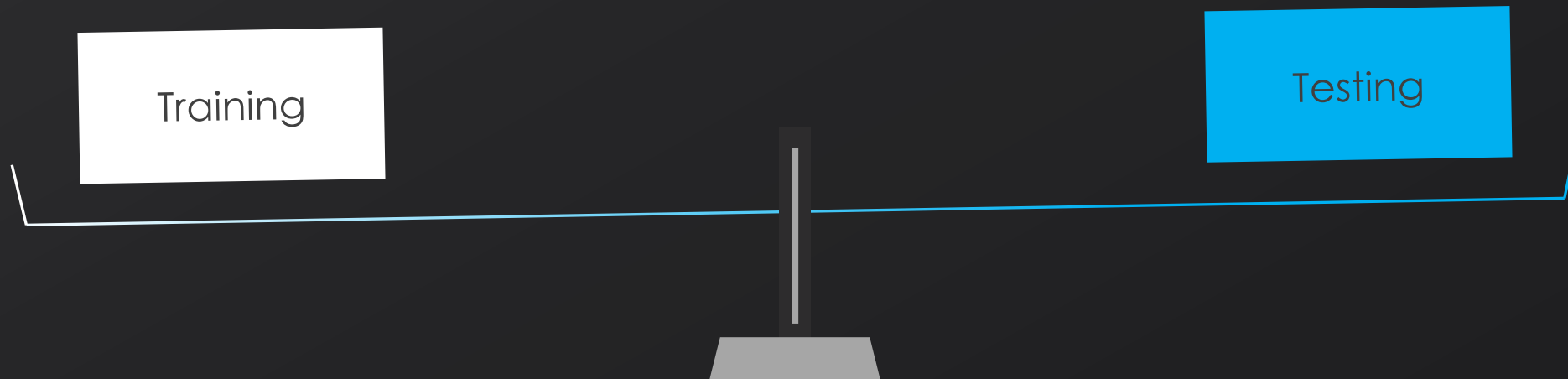
Hurray!

Congratulations on completing your Data Analysis class. We have put this Case Study together to help further cement your knowledge of the specific technologies you have learnt in your classes

Training

Testing

Contents

DATAkliq

Case Study Overview

1

PART ONE

The best preparation for tomorrow is doing your best today. Don't aim for success if you want it.

Case Captions

1

Domain expertise

A deep understanding of the business involved & the content makeup of the data.

2

Critical thinking

involves a set of cognitive skills and dispositions that allow individuals to identify, assess, and solve problems in a systematic and logical manner.

3

Technical skills

Specific set of abilities and knowledge required to perform a particular task.

4

Report Communicating

strong reporting skills are critical for data analysts to effectively communicate their findings and drive business decisions..

01 Case Study

······ About the Project

This sales data analytics project is expected to analyze the sales performance of a retail company over a period of 4 years. The dataset consisted of various parameters such as customer demographics, product category, sales channel, and region. The primary goal of the project is to identify the key factors influencing sales and provide actionable insights to improve overall sales performance.

Your Data Modeling Technique will be tested, including KYA Skills (Know Your Audience), the Use visuals, Simplicity in your presentation, your ability to Provide context and Storytelling

The Data

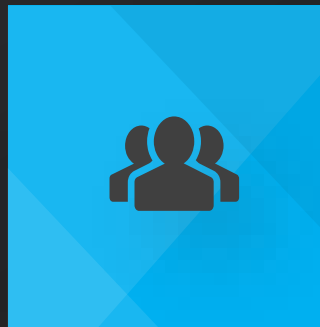Click here to download All the Dataset

About the Dataset

The Dataset is a 4-year Sales Record of a Retail Company, which comprises of core departments involved in carrying out the sales activities and records

Customer Service Representative

They are responsible in profiling new customers and conducting standard KYC , documented their information. They handles Customer_Profile Data
Click here to download the Customer Document

Account & Finance

They recorded all Sales transactions.
Click Here to download the Transaction Document

Store Keeper

They are responsible in Keeping and profiling Products in the stores or warehouses nationwide. Took records of Products leaving and coming in. They handles the Product_Profile and Store information Datasets
Click here to download the Product Document & Store Information Document

Settlement

The unit attended to return goods and made adequate refund in line of the agreed company policies.
Click Here to download the Returns Document

00 Key Financial
Formulas

Gross Sales

Quantity Supplied * Unit Price

Revenue

Gross Sales – Discount Value

Discount Value

Discount Rate * Gross Sales

Discount Band

At None = 0%, At Low = (1 – 3)%,
At Medium = (4 – 7)% and At
High = (8 – 10)%

Profit Before Tax

Revenue – Manufacturing Cost

Tax

5% * Profit Before Tax

Profit

Profit Before Tax – Tax

Profit Margin

Profit / Revenue

Manufacturing Cost

Quantity Supplied * Production Price

01

Financial Analysis Cases

Calculate and Visualize the following

Note: You can design a dashboard to showcase the requested KPIs

T1

Gross Sales

T2

Revenue & their Growth (MTM & YTY)

T3

Revenue without Returns

T4

Returns

T5

Profit before Tax

T6

Tax on Profit (tax rate 5%)

T7

Profit after Tax

T8

Manufacturing Cost

Quick Analyses Cases

Visualize the following

Note: You can add them to the dashboard to showcase the requested metrics

T1

Top 10 Customers by Revenue

T2

Revenue & Profit After Tax (YTD)

T3

Top 10 Products by Revenue

T4

Product Category by Revenue

T5

Geo-political zones by Profit before Tax

T6

Quantity of Product Supplied against Store location

T7

Top 15 Products with their Frequency of Transaction & Profit

03 Scenario Case Study

Answer the following

Note: You can use any visualizations to describe your findings

T1

List the Stores and their Volume that had the highest stock of 5 least selling products

T2

Calculate the total value of all the Northern Stock

T3

If you're to supply the top 5 selling products (by Revenue), which stores will you recommend?

T4

5 States with the highest number of returns

T5

Top 10 Churned Customers with respect to their date of transaction between 2019 - 2022

T6

Share your insights and recommendations

Other Important Notes

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Visual Report and tools
You can use Excel Spreadsheet, Power BI or any SQL software

Recommendation / Insight
The Project is to test how proficient and how you can handle common data analytics case scenario and share your recommendation

Project Duration
3 Weeks

Helplinks

Chat with a tutor

As your as reference to a your, prudence as to your brother and hope as your sentry.

Submission Link

Here

Stories

As your as reference to a your, prudence as to your brother and hope as your sentry.