PROJECT BRIEF

Business has recently appointed a new CEO whose mission is to grow the company's revenue and improve product performance.

Your role, as a Junior Data Analyst, is to extract actionable insights from historical data and prepare a presentation

OBJECTIVES OF ANALYSIS

Grow Company Revenue

- Improve Sales Performance
- Improve Product Performance
- Improve Store Performance

WHAT WE NEED TO KNOW

- Sales trends across products and time intervals
- Which products generate the most revenue
- What time of day the store performs best

Recommendations for improving sales, product, location and overall revenue performance

DATA COLLECTION, PROCESSING AND ANALYSIS PROCESS

DATA AVAILABLE

Revenue Performance

-Transaction_qty
- Unit_Price
-Store_location

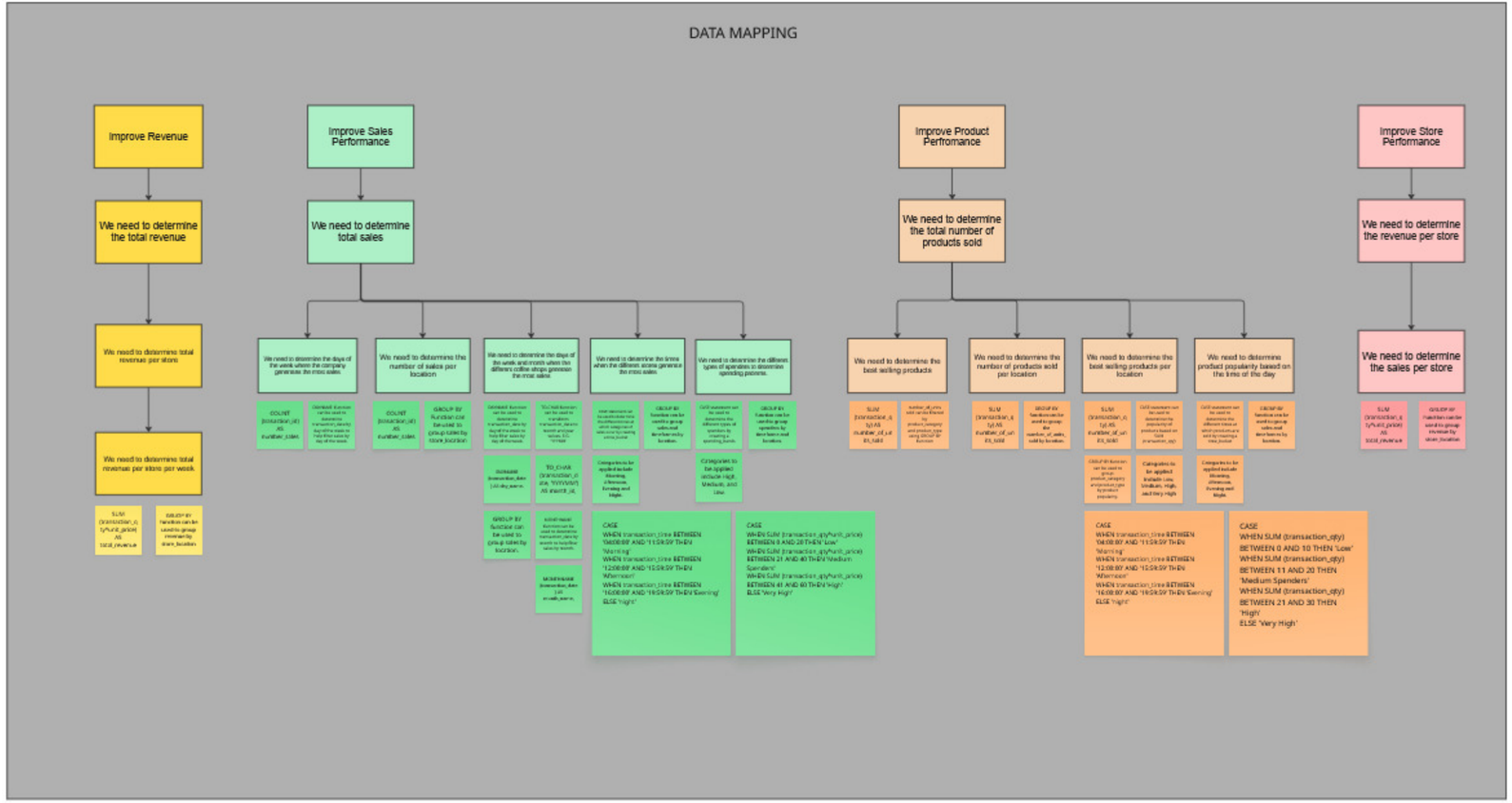
Sales Performance

-Transaction_id
-Transaction_date
-Transaction_time
-Store_location

Product Performance

-Transaction_id
-Transaction_date
-Transaction_time
-Store_location
-Product_category
-Product_type

Store Performance

-Transaction_id
-Transaction_date
-Transaction_time
-Store_location

DATA MAPPING