



Store Sales Analysis

P r o p o s a l


MARCH 2025

Prepared by
DASS Team

Proposed Timeline



Description

- This project focuses on analyzing store sales data to uncover actionable insights and improve decision-making.
- Using Power BI, the project will visualize trends, evaluate performance, and provide insights into sales, customer behavior, and product performance to drive business growth. 

Our Goals

- Our goal is to analyze store sales data using Power BI to uncover actionable insights, such as:
- Identifying sales trends and peak performance periods.
- Evaluating product and store performance.
- Understanding customer behavior and profitability.

Milestone and Deadline

Milestones & Deadlines

- Requirement Gathering & Planning
Deadline: Week 1
- Define project scope, KPIs, and data sources.
Data Collection & Cleaning
Deadline: Week 2
- Gather and prepare data for analysis.
Data Modeling & DAX Development
Deadline: Week 3
- Build data models and create calculated measures.
Dashboard Design & Development
Deadline: Week 4-5
- Design and develop interactive Power BI dashboards.
Testing & Validation
Deadline: Week 6
- Test dashboards for accuracy and align with stakeholder needs.
Deployment & Training
Deadline: Week 7
- Final review, documentation, and project handover.
Deadline: Week 8

KPI & Tools

KPI

- Data Quality Score: Measure 0% of missing/incorrect data after cleaning.
- Dashboard Performance: In Progress
- Interactivity & Usability Score: In Progress
- Key Insights Generated: In Progress
- Visualization Effectiveness: In Progress
- Report Accessibility: It's it is accessible for target users.

Tools & Technologies

1. Power BI: For data visualization and reporting.
2. Power Query: For data cleaning and transformation.
3. DAX (Data Analysis Expressions): For advanced calculations and measures.

Meet Our Team



Tarek Omar
Team Leader



Retaj Yasser
Data Analyst



Yassin Ahmed
Dashboard
Developer



Eman Abdelrahim
Data Analyst

- **Project Manager:** Oversees timelines and coordination.
- **Data Analyst:** Cleans and analyzes sales data.
- **Power BI Developer:** Builds dashboards and reports.