Meeting 26.4.2023

To do list:

1. How product sales vary from region to region?

**Fuzel:** Regional –> Geomap

Click region 🡪 drill down function

Size/volume 🡪 bubble size

* Find out top selling stores across region for a category?

**Fuzel:** put the dashboard together

**Elmeri:** Forecast by category 🡪 top 5-10 product families

Filter by store/region

**Lauri:** Promotion data (is it usable, maybe a singular average promotional efficiency factor)

**Juho:** Holidays on sales

**Anssi:** Oil prices in contrast to sales

Project:

1. Following a defined process of your choice (e.g. data analytics cycle, CRISP-DM, etc.) you are expected to prepare, explore, and analyze your data.

2. Using Tableau, you will conduct data storytelling to visualize your data and develop an interactive dashboard.

• You are expected to select and utilize a majority of the concepts and techniques covered in the course, and be able to elaborately explain and support your choices.

Report:

1. Write a report documenting and explaining the analytics process you followed and what was done in each of it stages. Please highlight the contribution of each member in the project.

2. Answer the questions covered in your pitch again, now from a new perspective after you have completed your project.

• Explain the data which you discovered and utilized, any transformations you made to the data, and how you explored and understood the data.

• Describe the importance of your project