# Project Title

# Seasonal Sales Trend Analysis for Retail Stores

# Business Context & Problem Statement

# Helps retail managers stock efficiently, plan seasonal marketing campaigns, and improve customer satisfaction through timely availability of products.

# Project Objectives

Outline specific goals, such as:

* Clean and explore data related to the problem
* Visualize insights using BI tools
* Build a predictive or descriptive model (if needed)
* Generate actionable recommendations for stakeholders

# Data Sources & Collection

Mention:

<https://www.kaggle.com/datasets/mohammadtalib786/retail-sales-dataset>

* Type of data used-structured

# Tools & Technologies Used

List the tools you’ll use:

* Excel – Data cleaning, summaries, preliminary analysis
* SQL – Data querying and extraction
* Power BI/Tableau – Dashboards and storytelling
* Python (Optional) – For EDA and modeling

# Project Workflow

Day 1: Project Initiation

* Define problem & business goal
* Plan scope, timeline, deliverables Day 2: Analysis Execution
* Data cleaning and exploration
* Build dashboards and/or models
* Validate insights

Day 3: Final Output

* Synthesize findings into business insights
* Create visuals and dashboards
* Prepare and deliver executive presentation