# Food Mart Project

Dear Trainees,

As part of your training, you will be working with Food Mart Data in different files, containing important information about our customers, stores, sales and returns. This dataset is a valuable resource that will help us gain insights into our customer behavior and inform strategic decision-making.

Your tasks will involve exploring and analyzing this data to answer various research questions. Focus areas include demographic analysis, financial analysis, customer behavior, geographic patterns, analysis overtime and more.

Through your analysis, we aim to understand our customers better and enhance our strategies for customer satisfaction and engagement. This dataset is a crucial component in understanding our product portfolio and will play a key role in shaping our marketing, sales, and inventory management strategies.

We encourage you to use the tools that you have learnt through your training to derive meaningful insights from this data.

Remember, the goal is not just to understand the data but to extract actionable insights that can drive informed decision-making within our organization.

## Main Figures (20 points)

Highlight on key figures such as Total Sales, Total Cost, Profit Percent, Count of Trans, Member Cards, Brands traded, Total Returns, Top 10 brands Sales, Top Region Sales, Top Customers Purchases.

## Customer Insights (25 points)

* What is the demographic profile of our customer base in terms of age, gender, marital status, and education?
* How does customer income vary across different regions and states? How does that relate to regional sales?
* What is the geographic distribution of customers and/ or Sales across different regions?
* We happen to provide promotions to our elite customers; however, we are questioning the profitability of those elite customers in comparison to regular customers. Can you help us decide on the profitability of elite customers.

Kindly note that we define **Elite customers are those customers who own their houses and hold golden membership**.

* In food mart we assume that family size increases customer purchasing behavior, can you explore the sales for different customer family size categories.
* How did the food mart customer base evolve over time (yearly and monthly)?

## Product Insights (25 points)

* Identify trends and patterns in the food mart sales and profit over time (yearly and monthly)?
* Explain the sales and profit variation across different regions.
* Explore which product brands are the most popular/ most selling? Is that brand's popularity affected by regions (consider the top 10 brands)?
* Explore which products are associated with higher profit margins. (consider the top 10 products)
* Assess the performance of different products based on sales quantity.
* Explore which product brands have higher return rates? Examine the geographic distribution of returned quantities for different product brands.

Project Guidelines

## General (15 points)

* You are expected to produce 3 dashboards each containing a maximum of 6 visuals/ insights.
* Utilize interactivity effects (drill-down, drill-through, cross-filters) effectively.

## Data Preparation: (5 points)

* Trainees must clean and preprocess the data as needed for analysis, some of the items to consider include spelling and typo mistakes, and data type.

## Storytelling with Data: (5 points)

* Utilize proper charts and visuals to create a compelling data-driven narrative.
* Select the right visualizations that effectively represent the data.
* Apply effects (as needed) to direct user attention to where it should.
* Use techniques like color, size, and layout to guide the audience's attention to key insights.
* Ensure that visuals are appropriate, clear, and easily interpretable.
* A maximum of 3 Colors shall be used on the Dashboard.

#### Grading Rubric:

* **90-100 points: Excellent**
  + Demonstrates thorough understanding and accurate completion of all tasks with insightful analysis and clear presentation.
* **80-89 points: Good**
  + Minor errors or omissions, with a good overall understanding and presentation of tasks.
* **70-79 points: Satisfactory**
  + Several errors or omissions, demonstrating a basic understanding but with room for improvement.
* **60-69 points: Needs Improvement**
  + Lack of proficiency in key areas, with significant errors or incomplete tasks.
* **Below 60 points: Unsatisfactory**
  + Insufficient understanding and completion of tasks.