

PROJECT PROPOSAL

BIT2053 FUNDEMENTAL OF MODERN DATA

Project Title: BI Tools Exploration for Global Superstore (Kaggle)

Executive Summary

In this project, we aim to analyse and exploring a real-world dataset with BI tools which is Power BI by applying modern data concept. This will be focus on global retail industry where large of customer and sales data are generated daily by using leverage Global Superstore dataset from Kaggle. By using the BI tools, this project can identify the key pattern and trends of sales, customer behaviour and product erodibility.

By using Microsoft Power BI, an interactive dashboard is designed to answer three core business question. In order to provide suggestions that can assist retail businesses in optimizing their operations and strategy, this project will model a real-world data-driven decision-making process.

Business Scenario

Global Superstore is a multinational retail company that operates in various regions around the world. It sells a wide range of products, including office supplies, furniture, and technology. Like many retail organizations, the company faces challenges in understanding which regions are most profitable, which products drive sales growth, and how different customer segments contribute to revenue.

The management team wants to leverage Business Intelligence (BI) to support decision-making. By analysing historical sales transactions, they hope to answer critical business questions such as which regions and markets generate the highest revenue and profit margins, which product categories or sub-categories contribute the most to profitability and how do different customer segments behave in terms of purchase volume and profitability.

Dataset Source

In this project, we choose Superstore Sales Dataset from Kaggle which is it was publicly available on Kaggle. (<https://www.kaggle.com/datasets/apoorvaappz/global-super-store-dataset?>)

The dataset has order detail such as product, category sales, profit, customer information, region, time attributes and many more which is it is very suitable for retail business analysis.

Expected Outcomes

- I. Microsoft Power BI dashboard that shows result such as sale, profit, customer data, sales trend and region distribution.
- II. Insight into revenue rivers, seasonal sales trend, profitable customer segments
- III. Actionable recommendation for better decision-making planning, strategy for future planning.

Acknowledgement

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