Project Title: Sales Store

Client Name: DEPI

Group Name: Data Witchers

Date: 24/2/2025

➢ **Executive Summary:**

The **Sales Data Analysis** project aims to analyze the sales store.csv dataset to uncover actionable insights that can drive business growth, improve sales strategies, and enhance customer satisfaction. By leveraging data-driven decision-making, this project will help optimize inventory management, identify high-performing products, and improve regional sales performance.

➢ **Introduction and background:**

Our team is a group of five highly motivated and skilled individuals, each bringing unique expertise and perspectives to the **Store Sales Dataset Analysis** project. With a shared passion for data-driven decision-making, we are committed to delivering actionable insights and impactful solutions to help stakeholders optimize sales performance and make informed business decisions.

➢ **Proposed Solution & Add Value**:

The project will include the following key activities:

- **Data Cleaning:** Handle missing values, outliers, and inconsistencies in the dataset.
- **Exploratory Data Analysis (EDA):** Perform initial analysis to understand the dataset's structure and identify trends.
- **Customer Segmentation:** Group customers based on purchasing behavior and demographics.

- **Product Performance Analysis:** Evaluate product sales, profitability, and category performance.
- **Regional Analysis:** Analyze sales performance by region, city, and state.
- **Visualization:** Create charts, graphs, and dashboards to represent key insights.
- **Reporting:** Compile findings into a comprehensive report with actionable recommendations

- ***The primary objectives of this project are:***

1. **Understand Sales Trends:** Analyze sales performance over time to identify seasonal patterns and growth opportunities.
2. **Customer Segmentation:** Segment customers based on purchasing behavior, demographics, and sales contribution.
3. **Product Performance Analysis:** Identify top-performing and underperforming products to optimize inventory and marketing strategies.
4. **Regional Analysis:** Evaluate sales performance by region, city, and state to identify high performing and underperforming areas.
5. **Actionable Recommendations:** Provide data-driven recommendations to improve sales strategies, customer targeting, and operational efficiency.

- ***Timeline and Deliverables:***

The project will be completed within **5 weeks**, with the following milestones:

1. **End of Week 1:** Dataset cleaned and ready for analysis.
2. **End of Week 2:** Initial insights from EDA.
3. **End of Week 3:** Customer segments and product performance identified.
4. **End of Week 4:** Regional sales performance and trends analyzed.
5. **End of Week 5:** Final report and presentation delivered.