

■ Winter Sales Report — By Manila Qamar

About This Project:

This project showcases my creative and analytical thinking in Prompt Engineering and Data Analysis. I designed a structured prompt to generate a winter clothing sales report that reflects real-world business decision-making, combining logic, marketing insight, and data-driven storytelling.

■ Goal:

Prepare a professional report analyzing winter clothing sales over the last four months.

■ Focus Areas:

- Identify top-selling items.
- Detect the most engaged customer segment.
- Highlight trending winter colors.
- Propose a marketing campaign for a new similar product.
- Include a limited offer: 20% OFF for the first 40 buyers.
- Suggest ad design using warm winter tones (brown, beige) with discount text in red.

■ Output Summary:

Women (ages 25–40) purchased the most winter coats and knit sweaters.

Trending colors: beige, brown, olive green, black.

Campaign idea: “20% OFF for first 40 buyers.”

Ad concept: Minimal, elegant, emotional — warm colors + red discount tag.

■ Skills Used:

Skill	Description
Prompt Engineering	Designing structured, logical, and goal-oriented prompts.
Data-Driven Analysis	Interpreting patterns and insights from data-like scenarios.
Marketing Insight	Understanding customer behavior and campaign strategy.
Bilingual Report Writing	Communicating professionally in both Arabic and English.

■ Transparency:

All data and examples in this project are for training and educational purposes only. The goal is to demonstrate analytical reasoning, structured prompting, and creative marketing thinking.

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■■ Project Repository: **Winter_Sales_Report_Qamar**

■ Created for: **Portfolio & Skill Demonstration**