**TASK-INT001-RDAMP**  
**Reported by:** Christine Ugochi, Retail Sales Director, Ace Superstore

**Problem Description**  
ACE, a nationwide retail chain, has seen significant sales growth over the past two years. As the company prepares to expand into additional regions and optimize its current operations, senior leadership requires an introductory business intelligence report summarizing key sales performance trends.

Your role as a newly onboarded data analyst is to perform an initial data exploration and create a report that answers foundational business questions using the attached sales dataset.

**Business Impact**  
 This report will serve as a baseline to identify regional performance gaps, customer behavior patterns, and product category profitability, helping the executive team focus on high-impact areas in subsequent strategy sessions.

**Estimated Time**  
 4–6 hours

**Acceptance Criteria**

* Summarize total sales, revenue, and discount rates by region and segment
* Identify top 5 best-selling products and underperforming products by revenue
* Provide insights into product categories with highest margins
* Analyze sales distribution across Order Mode (Online vs In-Store)
* Use your preferred tools in carrying out this exercise (Power BI, Excel, Tableau, Python, etc.)
* Present findings and recommendations in a professional report and Include at least 3 visualizations to support key insights.

**Submission Guidelines**

1. **GitHub Portfolio Requirement**
   1. If you don’t already have one, **create a GitHub account**: [https://github.com](https://github.com/)
   2. Create a **public repository** named RDAMP-Sales-Analysis
   3. Upload:
      1. Your **code**, **notebooks**, or working files (well-commented and organized)
      2. A **README.md** file that includes:
         1. Your approach and tools used
         2. Key insights and visualizations (charts/screenshots or embedded plots)
         3. Clear formatting and structure for readability
2. **Optional Report Format (Task 1 only)**
   1. If you're not yet confident in formatting insights clearly in Markdown, you may also submit your report as a **Google Doc** or **Word Document**
   2. This is only allowed for **Task 1**
   3. By Task 2, all participants are expected to have learned how to present their findings professionally within GitHub using Markdown
3. **File Naming Convention**
   1. All uploaded files must include your **full name** (e.g. Jane\_Doe\_Sales\_Report.docx)
   2. Files without names will not be graded
4. **LinkedIn Post Requirement**
   1. Create a LinkedIn post about your experience completing your **first RDAMP task**
   2. Share your learning journey, insights, or challenges
   3. Use **#RDAMP**, tag [**Realcare Tech Mark LTD**](https://www.linkedin.com/company/realcaretechmark/), and tag a friend who might benefit from the program

**SUBMISSION LINK**  
  
[**https://forms.gle/9LVU8iS1aVyMEMUcA**](https://forms.gle/9LVU8iS1aVyMEMUcA)

**Deadline for Submission is Monday 7th July, 2025, 11:59pm GMT (BST)**

Dataset  
  
Follow the link below to download the datasets for this Task

[Ace Superstore Retail Dataset.csv](https://realcaretechmark-my.sharepoint.com/:x:/p/oladipupo_hilton/EVjxzPsimlRAndL94XyD0x0BBTihWC885Cuzv6SMqiNIkA?e=gNrK7x)[Store Locations.xlsx](https://realcaretechmark-my.sharepoint.com/:x:/p/oladipupo_hilton/EZN8SusW6ghPoIAUm27wSjsB3NK6pJWX4pM6fSScrIdQBg?e=5CzBHF)GOODLUCK.

#### **Column Descriptions**

|  |  |  |
| --- | --- | --- |
| **Column Name** | **Data Type** | **Description** |
| **Order ID** | String | Unique identifier for each order transaction |
| **Order Date** | Date (Date format) | Date when the order was placed (may include past and recent years) mm/dd/yyyy |
| **Order Mode** | String | Channel through which the order was made: “Online” or “In-Store” |
| **Customer ID** | String | Unique identifier for the customer placing the order |
| **City** | String | Customer’s city (some missing values may occur) |
| **Postal Code** | String | UK postal code linked to customer’s location |
| **Country** | String | Country of the customer (e.g England, Scotland, e.t.c) |
| **Region** | String | UK region (e.g., North, South, West); some values may be missing |
| **Product ID** | String | Unique identifier for each product sold |
| **Product Name** | String | Name/description of the product (may contain missing values) |
| **Category** | String | Product’s broader classification (e.g., “Food - Spices”) |
| **Sub-Category** | String | Detailed product classification (e.g., “Rubs and Seasonings”) |
| **Cost Price** | Float | Internal cost to the company for each unit of product sold |
| **Sales** | Float | Total revenue generated from the sale of each unit of product |
| **Quantity** | Integer | Number of units sold in the order |
| **Discount** | Float | Discount rate applied to the product, ranging from 0 to 1 (e.g., 0.15 = 15%) |

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