Project 1
Offuture - Descriptive Analytics

Ɔ **Digital Futures**

Project overview

Project one is a descriptive analytics project.

Descriptive Analytics – "What Happened"?

You'll be assigned a group 4 to 5

Key objectives

Load Data, Quality Check & Prepare: The data will need to be loaded into hosted SQL tables, checked and prepared.
Keep the code clean, documented and use a quality control form.

Visualisation & Story Telling: Visualise the data to explore data and find your key points. Think about how to present the data in a logical way.

Present: Groups will be delivering their final work to the Digital Futures team.

Introducing Offuture

Offuture is an online global office & technology supply store

The store has been running online since 2010 and delivers high quality office furniture, technology and office supplies across the globe

The Situation

In 2020, **Offuture** appointed a well-known consultancy to explore their sales data and build a data model to predict future sales.

At first the process went well, until the final presentation – the consultant quoted some facts & figures about **Offuture**'s performance that Hamish Boxworth, the CEO of Offuture, knew to be *wrong*.

With the trust lost, Hamish decided that he couldn't trust any of the work produced by the consultancy company.

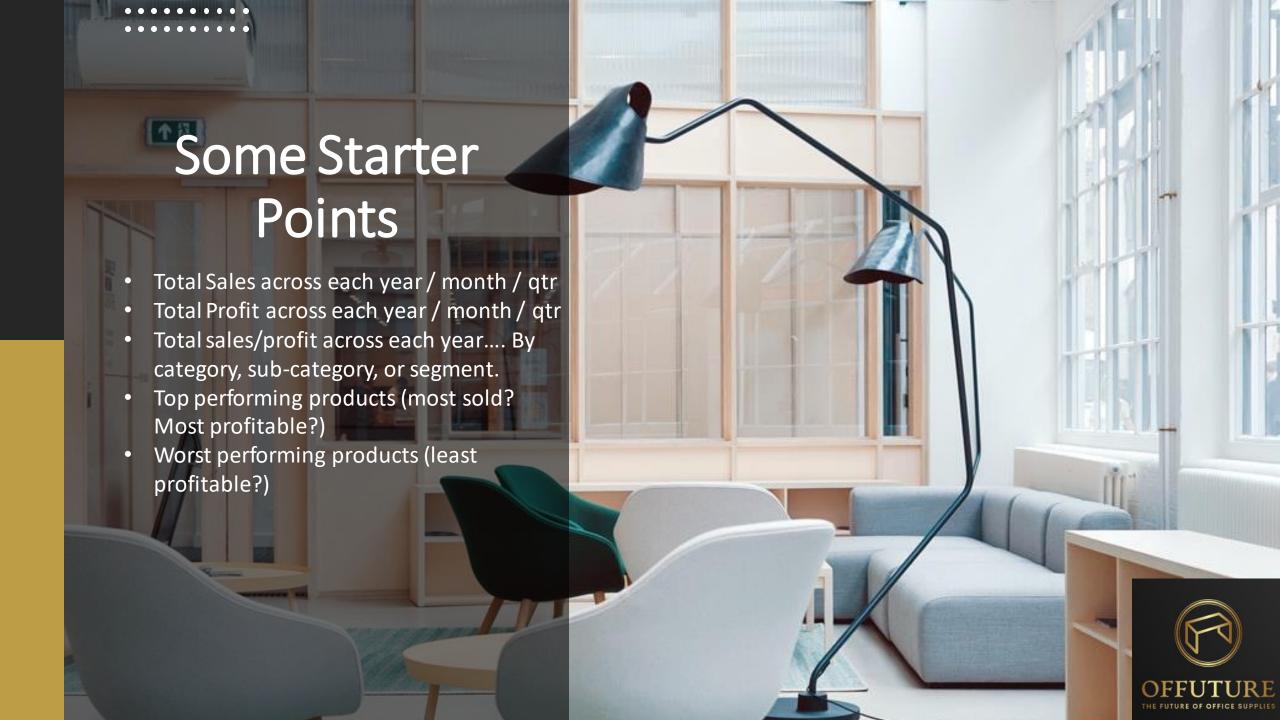**OFFUTURE**
THE FUTURE OF OFFICE SUPPLIES

The Brief

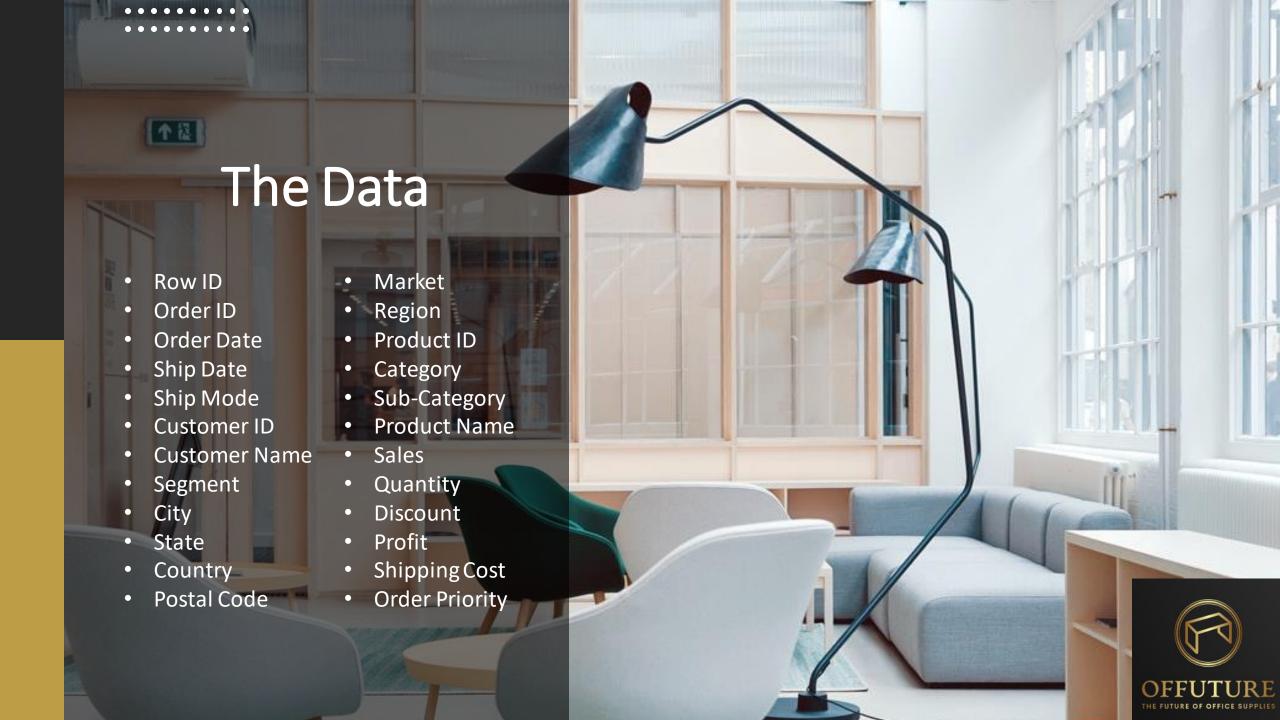**Offuture** has approached your Data Science firm to produce a proof of concept.

Offuture are confident they know the performance break down of their business from 2011 to 2015 – they want to see proof that your team can produce accurate trustworthy results, before engaging with you further to produce predictive models.
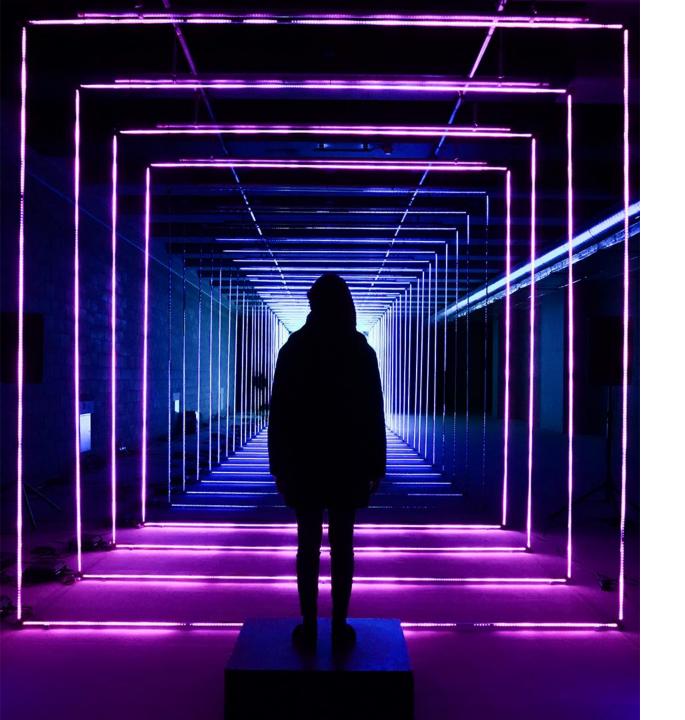
Offuture are providing a data file of their sales from 2011 to 2015. They would like you to conduct a Descriptive Analytics project to detail their performance during the time period.

Offuture have no specific questions for this proof of concept. They want you to describe the performance from the data.

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THE FUTURE OF OFFICE SUPPLIES

Some Starter Points

- Total Sales across each year / month / qtr
- Total Profit across each year / month / qtr
- Total sales/profit across each year…. By category, sub-category, or segment.
- Top performing products (most sold? Most profitable?)
- Worst performing products (least profitable?)

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The Data

- Row ID
- Order ID
- Order Date
- Ship Date
- Ship Mode
- Customer ID
- Customer Name
- Segment
- City
- State
- Country
- Postal Code
- Market
- Region
- Product ID
- Category
- Sub-Category
- Product Name
- Sales
- Quantity
- Discount
- Profit
- Shipping Cost
- Order Priority

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Deliverable

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In your assigned teams:

Key objectives

Load Data, Quality Check & Prepare:

SQL tables, SQL script, QC Form.

Visualisation & Story Telling:

Tableau presentation file (on Tableau Public)

Present:

Live presentation to the DF team

(Teams choice of format, PowerPoint, PDF, google docs etc)

Presentations on morning of the 2nd May (each group will be invited to a slot)

Documents will be due by 2nd May

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