**Capstone project on ZARA**

**Executive Summary:**

This report provides a comprehensive analysis of Zara's product data, aiming to address challenges in product positioning and sales strategies. Leveraging descriptive statistics and visualizations, the report identifies key insights that can guide Zara in optimizing promotions, pricing, and inventory management for enhanced sales performance. The use of Power BI and Python facilitates an interactive and data-driven approach to decision-making.

**Problem Statement:**

* Identification of challenges in product positioning and sales strategies.
* The need for optimization in promotions, pricing, and inventory management.

**Background and Objective:**

* Brief on Zara and its product line.
* Objective: To analyze product data for informed decision-making.

**Data Source:**

* Zara's internal product database.
* Information on Product ID, Position, Promotion, etc.
* Link to dataset: [Zara sales](https://www.kaggle.com/datasets/xontoloyo/data-penjualan-zara?resource=download)

**Methodology:**

* Descriptive statistics for sales volume, pricing, and category distribution.
* Visual analysis for product positioning, promotion impact, and seasonal trends.
* Use of Power BI for interactive dashboards and Python for statistical analysis.

**Expected Outcomes:**

* Identification of key insights into sales patterns and product performance.
* Recommendations for improving promotional strategies and pricing.
* Enhanced understanding of product categories and seasonal influences.

**Tools and Technologies:**

* Power BI for interactive visualizations.
* Python for statistical analysis and data preprocessing.
* Jupyter Notebooks for analysis documentation.

**Risks and Challenges:**

* Limited historical data may impact seasonality analysis.
* External factors (e.g., economic conditions) may influence sales.
* Data quality and completeness could pose challenges.

**Conclusion:**

* Recap of key findings and insights.
* Overview of recommendations for Zara's product strategies.

**Insights from the data:**

1. As per the data, the total revenue generated is 38.75 USD Millions.
2. Jackets has generated more revenue than other categories.
3. Jeans has generated less revenue than other categories.
4. We can see that most of the revenue is generated from men section (35.48M). And the women section generated 3.28M.
5. From the data, we can see that the Aisle position has generated more revenue than end cap and front store.