



Structure for E-Commerce Sales and Customer Analysis Project

1. Project Overview

- **Title:** E-Commerce Sales and Customer Analysis
- **Objective:** Analyse sales trends, customer behaviour, and product performance for online retail platform.
- **Timeline:** 4-6 weeks
- **Dataset:** E-Commerce Database
- **Tools:** Python, SQL, Power BI

2. Project Phases & Tasks

Phase	Task	Status	Deadline	Notes
Week 1: Data Extraction	Extract data from database	Started		Ensure data completeness
	Clean and pre-process data using Python	Not Started		Handle missing values,

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				standardize formats
	Perform initial data transformations	Not Started		Calculate key metrics (e.g., Total Sales)
Week 2: Data Analysis	Analyse sales performance	Not Started		Focus on quarterly/yearly trends
	Conduct customer segmentation (RFM)	Not Started		Identify high-value customers
	Evaluate product performance	Not Started		Analyse by category and region
Week 3: Visualization	Create Power BI dashboards	Not Started		Design intuitive, interactive visuals
	Implement advanced Power BI features	Not Started		Add DAX measures and what-if parameters
Week 4: Review & Finalize	Refine dashboards and analyses	Not Started		Incorporate stakeholder feedback
	Prepare comprehensive final report	Not Started		Include actionable recommendations
Optional Week 5-6: Advanced Analytics	Develop predictive models	Not Started		Focus on customer churn prediction

3. Resources

Create a Page for Resources:

- **Dataset:** Link to E-Commerce Database

- **Python Libraries:** pandas, numpy, matplotlib, seaborn, scikit-learn
- **SQL Queries:** Link to data warehouse documentation
- **Power BI Resources:** Link to Power BI's learning resources and style guide

4. Documentation

Create a Page for Documentation:

- **Project Charter:** Detailed overview including objectives, scope, and key performance indicators (KPIs)
- **Data Processing Methodology:** Comprehensive documentation of data extraction, cleaning, and transformation steps
- **Analysis Findings:** In-depth report on sales trends, customer insights, and product performance
- **Power BI Dashboard:** Link to the interactive Power BI dashboard with user guide
- **Advanced Analytics Report:** Methodology and results of predictive models, focusing on business impact
- **Recommendations:** Actionable insights for improving e-commerce performance

5. Stakeholder Communication

- **Weekly Status Updates:** Schedule for sending progress reports to project sponsors
- **Mid-Project Review:** Plan for presenting initial findings to management team
- **Final Presentation:** Outline for the comprehensive project presentation to all stakeholders

6. Next Steps

- Schedule kick-off meeting with data team
- Obtain necessary access to database and systems
- Set up project management tool for task tracking

- Begin data extraction and cleaning process
- Install and configure Power BI Desktop for the project