

METHODOLOGY

1. Data Preparation

- Imported raw sales data (shopping_trends_original.csv) into Excel.
- Cleaned and processed data to remove duplicates, missing values, and inconsistencies.
- Created a processed dataset (Processed_Data.csv) for analysis.

2. Data Analysis

- Wrote SQL queries to extract time from the Date Stamp column:
- Day of Week
- Seasons
- Months

These helped when I wanted to get insights for:

- Customer counts by day of the week.
- Revenue by month.
- Customer acquisition and subscription behavior.
- Performed aggregations and calculations for metrics like total revenue, and subscription vs non-subscription sales.

3. Visualization

- Built dashboards in Power BI and Google Looker Studio to visualize trends.

4. Planning & Design

- Used Miro ('Shopping_Trends_Miro_Plan.jpg') to plan dashboard layout and analysis flow.