

Client Brief for Data Analyst Portfolio Project

Client Information

Company Name: Trendify Fashion Inc.

Industry: Retail & E-commerce

Client Contact: Jane Doe, Chief Data Officer

Project Date: November 2024

Project Overview

Trendify Fashion Inc. is a fast-growing e-commerce company specializing in trendy fashion and lifestyle products. They need a data-driven solution to enhance sales strategies, improve inventory management, and better understand customer behaviour. The goal of this project is to demonstrate your ability to design a relational database, write custom SQL queries to extract actionable insights, and build an interactive dashboard that presents these insights in a user-friendly format.

Project Objectives

- Design a Relational Database**
Create a structured relational database that organizes **Trendify Fashion Inc.**'s data on customers, products, orders, and inventory, ensuring scalability and data integrity.
- Write Custom SQL Queries**
Develop complex SQL queries to extract meaningful insights from the database. The insights should focus on areas such as sales performance, customer behaviour, and inventory management, providing value to business decision-makers.
- Build an Interactive Dashboard**
Design an interactive dashboard that visually displays key business metrics and allows users to explore various KPIs. The dashboard should provide insights into sales, customers, and inventory, enabling quick, data-driven decision-making.

General Data Requirements

1. Product Information

The company needs to track key details about each product in its inventory, including:

- Product Name**
A descriptive name of the product (e.g., "Men's T-shirt", "Women's Jeans").
- Product Category**
The category the product belongs to (e.g., "Clothing", "Accessories", "Footwear").

- **Price**
The price at which the product is sold.
 - **Stock Quantity**
The number of units available for sale.
 - **Product Description**
A detailed description of the product (e.g., material, size options, colour).
 - **Supplier Information**
The name of the product supplier and potentially contact details.
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2. Customer Information

The company needs to capture basic customer details for personalized marketing and order management:

- **Customer Name**
The full name of the customer.
 - **Contact Information**
Customer's email address and phone number.
 - **Shipping Address**
The customer's address for deliveries (including street, city, postal code, and country).
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3. Order Information

Each order placed by a customer should be tracked, including:

- **Order Date**
The date and time when the order was placed.
 - **Order Status**
Whether the order is "pending", "shipped", "delivered", or "cancelled".
 - **Order Total**
The total amount of money spent in the order.
 - **Payment Method**
The method used to pay (e.g., credit card, PayPal, bank transfer).
 - **Shipping Method**
The chosen shipping option (e.g., standard, express).
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4. Order Item Information

For each product purchased in an order, the following data should be tracked:

- **Product Name**
The name of the product included in the order.
 - **Quantity Ordered**
The number of units of the product ordered.
 - **Price at Time of Order**
The price of the product when the order was placed (this could be different from the current price in case of discounts or promotions).
 - **Subtotal**
The total cost for this product within the order (price x quantity).
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5. Inventory Information

The company needs to manage and track product stock levels:

- **Stock Quantity**
The current number of units available in inventory for each product.
 - **Restock Date**
The expected date when new stock will arrive.
 - **Reorder Threshold**
The stock level at which new stock should be ordered (e.g., when stock falls below 10 units).
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6. Sales Data

To analyse sales performance, the company needs to track the following:

- **Product Name**
The name of the product sold.
 - **Sale Date**
The date and time the product was sold.
 - **Quantity Sold**
The number of units sold.
 - **Sales Revenue**
The revenue generated from the sale (price x quantity sold).
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