## **Scope of Work (SOW)**

**Project Title:** Quarterly Sales Analysis – 2024

**Client/Stakeholder:** Urban Basket  
 **Analyst:** Sahaj Anand  
 **Project Duration:** 14 days  
 **Date:** 01-02-2025 - 01-16-2025

### **1. Project Overview**

This project aims to analyze the Urban Baskets’s sales data for all four quarters of 2024 to assess business performance, identify trends, and provide actionable recommendations. The analysis will be based on transactional data and will include quarterly as well as aggregated views of key business metrics. An interactive dashboard will be developed to visualize results for quick decision-making.

### **2. Deliverables**

1. **Cleaned Dataset** – processed and ready for analysis.
2. **Analysis Code** – Python/SQL scripts used for cleaning, processing, and KPI calculations.
3. **Interactive Dashboard** – Tableau visualization covering quarterly and aggregate trends.
4. **Final Report** – documented insights, trends, and recommendations.
5. **Data Dictionary & Technical Documentation** – explaining fields, calculations, and methodology.

### **3. Milestones**

* **Milestone 1:** Data cleaning completed and validated.
* **Milestone 2:** KPI calculations and quarterly comparisons finalized.
* **Milestone 3:** Dashboard design completed and functional.
* **Milestone 4:** Draft report reviewed.
* **Milestone 5:** Final project package delivered.

### **4. Timeline**

| **Step** | **Duration** | **Dates** |
| --- | --- | --- |
| Data cleaning & preparation | 3 days | Day 1–3 |
| KPI analysis & quarterly trends | 5 days | Day 4–8 |
| Dashboard creation | 3 days | Day 9–11 |
| Report drafting & review | 2 days | Day 12–13 |
| Final delivery | 1 day | Day 14 |

### **5. Reports**

* **Frequency:** Progress updates at the end of each milestone.
* **Method:** Written summary with visuals via email or shared Google Docs link.
* **Final Presentation:** Walkthrough of the dashboard and key findings via virtual meeting.

### **6. Boundaries**

**In Scope:**

* Data cleaning, preparation, and KPI calculation for 2024 quarterly and aggregate performance.
* Visualization of trends using Tableau.
* Insights and recommendations based on descriptive analysis.

**Out of Scope:**

* Real-time or live data integration.
* Predictive analytics (e.g., forecasting, churn modeling).
* Execution of recommended business changes.
* External data collection beyond provided dataset.