Project Plan: Zara Sales Insights

1. Project Purpose

The primary objective of this project is to gain actionable insights into Zara's sales performance. The analysis will focus on identifying best-selling products, evaluating the impact of product placement within the store, understanding seasonal trends in sales, and analysing purchasing behaviour across different genders or product sections. The insights derived will provide a comprehensive view of factors influencing sales and can inform future retail strategies.

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2. Tools & Technologies

- **SQL:**

Used to aggregate and model the raw sales data into structured, analysis-ready tables. SQL will ensure that the dataset is optimized for integration with Power BI and efficient querying.

- **Power BI:**

Utilized for data cleaning, transformation, and visualization. A dashboard will be created to present findings in a clear, interactive, and visually appealing format.

- **Git:**

The project repository will be hosted on GitHub to ensure version control, transparency, and accessibility. Final deliverables, including code, data models, and dashboards, will be uploaded for public access.

- **ChatGPT:**

Leveraged for refining the project documentation, improving the presentation of insights, and ensuring that communication of findings is formal, concise, and impactful.

3. Analytical Questions

The project seeks to answer the following key business questions:

1. **Which products are purchased the most?**
   Identify top-selling products by volume and revenue.
2. **How does product placement affect product sales?**
   Analyse the relationship between store placement (e.g., entrance, shelves, display areas) and product performance.
3. **How do seasons affect product sales?**
   Compare sales trends across different seasons to identify peak and low-demand periods.
4. **Which products are purchased the most according to gender or section?**
   Determine purchasing behaviour by demographic segmentation (e.g., men's, women's, kids).

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4. Methodology

1. **Data Preparation (SQL):**
   - Import raw sales data into SQL.
   - Clean and transform data into relational tables optimized for analysis (fact and dimension modelling).
   - Aggregate measures such as total sales, sales by product, placement, season, and gender/section.
2. **Data Analysis & Visualization (Power BI):**
   - Import the SQL-transformed dataset into Power BI.
   - Perform additional cleaning where necessary.

- Create visuals to address each analytical question (e.g., bar charts for top products, heatmaps for product placement, line charts for seasonal sales trends).
- Build an interactive dashboard to consolidate insights.

3. **Version Control (Git):**
   - Maintain all scripts, queries, and Power BI files in GitHub.
   - Document updates and changes through commit history.
4. **Reporting (ChatGPT + Documentation):**
   - Refine narrative explanations of findings.
   - Summarize insights in a final report accompanying the dashboard.

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5. Deliverables

- SQL scripts for data preparation and modelling.
- Power BI dashboard presenting sales insights.
- GitHub repository containing all project files.
- Final project report detailing methodology, findings, and recommendations.

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6. Expected Outcomes

- Clear identification of Zara's best-selling products.
- Insights into how in-store product placement influences sales.
- Seasonal sales patterns that can guide inventory and marketing decisions.

- Segmented sales analysis by gender and section for targeted strategies.