Customer Behavior Case Study
Data Analysis Project

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Client/Sponsor: AnalytixLabs Co.

Guiding Questions:

– ***What topic are we exploring?***

We are exploring the topic of how retail sales on certain products have certain patterns that can be used for the future.

– ***What is the problem we are trying to solve?***

The problem for this project is what products are customers buying? How can customer behavior affect future sales of the company?

– ***Who are the stakeholders?***

The division managers at AnalytixLabs Co.

– ***Who is our audience?***

The division managers at AnalytixLabs Co., Supply chain management associates, as well as the Market/Business analytics team.

– ***How can our insights help our client make decisions?***

With knowledge of customer behavior, stakeholders can invest more resources on popular products, certain seasonal products, and reduce storage needed for supply of the products.

Business Task:

To gain valuable insights on POS data (point-of-sale) to forecast future product purchases that will be optimal for improving business performance.

Scope / Major Project Activities:

What are the major parts of this project? The high-level steps, activities, or stages of the project, and a brief description for each.

Activity	Description
Ask valuable questions	➢ Confirming what our task is, what stakeholders want from this project, and understanding our future steps.
Prepare resources	➢ Strategizing how data will be organized, which data is needed, and ensuring credibility.
Process resources	➢ Understanding what tools to use, and using them to clean the data for analysis.
Analyze data	➢ Perform calculations and queries to search for insights
Share and visualize insights	➢ Share our story to our stakeholders and make sure management understands the newly discovered insights.
Conclude the project	➢ Archive study data and files for reference and conclude our findings with stakeholders.

Deliverables:

A specific list of things that this project will deliver.

Deliverable	Description/ Details
Business Task	A clear statement that summarizes the problem we have been asked about by stakeholders. This will be approved by stakeholders.
Data Sources / Databases	A description of all data sources used. This will be approved by stakeholders.
Data cleaning documentation	A record of all cleaning/manipulation of data for reference. This will be approved by stakeholders.
Analysis summary	A summary of all changes, calculations, and other analysis factors. Includes a generalized meaning of the findings. This will be approved by stakeholders.
Presentation/Visualizations	A slide presentation that presents all findings and includes

	effective data visualizations for stakeholders to incorporate the presented insights.

Schedule Overview / Major Milestones:

The expected schedule for the project. This can be defined by milestones (e.g. "all data is cleaned and processed"), periods of time ("Week 1 / Week 2"), or other ways based on the needs of the project.

Milestone	Expected Completion Date	Description/Details

*Estimated date for completion:

This is my "if all goes well and I have everything I need, this is when I'll be done" date.