**Project Proposal: Customer Demographics & Sales Insights Dashboard**

**Project Title**

**Gender-Based Sales Analytics Dashboard**

**Background & Rationale**

The company has identified a strategic gap in its understanding of customer demographics—specifically, the gender distribution within its customer base and how this influences purchasing behavior. This lack of visibility limits the ability to tailor marketing strategies, optimize product offerings, and drive targeted sales initiatives.

With a significant repository of customer and sales data stored in an on-premises SQL database, there is an opportunity to leverage this information to generate meaningful insights. Stakeholders have expressed a need for a centralized, interactive dashboard that can illuminate sales trends across gender and product categories.

**Project Objectives**

* Develop a KPI dashboard that visualizes:
  + Total products sold
  + Total sales revenue
  + Gender distribution of customers
* Enable filtering by:
  + Product category
  + Gender
  + Date range
* Provide a user-friendly interface for real-time, date-based queries
* Support data-driven decision-making across marketing, sales, and product teams

**Scope of Work**

* **Data Integration**: Connect to the existing on-premises SQL database to extract relevant customer and sales data.
* **Dashboard Development**: Build an interactive dashboard using a suitable BI tool (e.g., Power BI, Tableau).
* **Filtering Capabilities**: Implement dynamic filters for gender, product category, and date.
* **Visualization Design**: Create intuitive charts and graphs that clearly communicate key metrics.
* **User Experience**: Ensure the dashboard is easy to navigate and accessible to non-technical users.

**Timeline**

| **Phase** | **Duration** |
| --- | --- |
| Requirements Gathering | 1 week |
| Data Modeling & Prep | 2 weeks |
| Dashboard Development | 3 weeks |
| Testing & Feedback | 1 week |
| Final Deployment | 1 week |

**👥 Stakeholders**

* Sales & Marketing Teams
* Product Management
* Business Intelligence Analysts
* IT/Data Engineering Team

**✅ Success Criteria**

* Dashboard accurately reflects sales and demographic data
* Stakeholders can easily filter and interpret data
* Insights lead to measurable improvements in targeted marketing and product strategy