# Data Analysis Project

## Data Analyst: Ajay Krupal K.

## Client/Sponsor: Cosmetics Distributor

## Purpose:

*Write a brief description of why this project is happening below. Why is this project happening? What are the goals?*

The goal of this project is to study total sales by Brand and how many line items are processed by each agent. The project will collect the agent, store and product list details. After collecting the names of the agents, the brands of the products they have sold and the line items processed by them, the bestselling brands and the top agents are identified. The final deliverable will recommend the top 3 most effective brands and the top 10 employees who have sold the most products.

## Scope / Major Project Activities:

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

|  |  |
| --- | --- |
| Activity | Description |
| Data Collection | Collect agent, store and product list details from Cosmetics Distributor |
| Identify total sales by brand | Analyze the data to identify the top 3 bestselling brands by sales |
| Identify how many line items are processed by each agent | By counting the Line Item IDs, identify the number of items processed by each agent. |
| Identify the bestselling brands and top agents | From the analyzed data, extract the top 3 bestselling brands by sales and identify the top 10 agents who have sold the most products. |
| Deliver final report | Deliver final report and recommendations to the Cosmetics Distributor. |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* Any areas outside Australia and the distributor boundaries
* Implementing any solution or recommendations
* Any other stores other than Alexander James, Hubert & Mann and Musi Bijou Stores

## Deliverables:

*A specific list of things that your project will deliver.*

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Final Report | A final report on the top 3 bestselling brands and the top 10 agents who have sold the most products. |

## 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 |
| *Data Review* | *26/5/21* | *Review of all data from the Cosmetics Distributor* |
| *Data Analysis* | *27/5/21* | *Initial data analysis completed* |
| *Recommendation List* | *29/5/21* | *List of recommendations of brands and agents* |
| *Final Report* | *31/5/21* | *Final report detailing all work, analysis, methodologies and findings.* |

## \*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.*

May 31, 2021