Project Report on Data Analysis Task One with InternPulse||Akwesi Duodu

Embarking on this first data analysis task has been an enormous learning experience for me. First off, I have had the chance to really delve into what should constitute proper data analysis and I really believe I am poised for the next task. This task was very new to me and provided me the oppourtunity to do independent learning. I had to search online tutorials, check the recommendations from the data analysis mentor on the group and apply my own insights to the final output. All in all, I believe I have made decent strides towards the great mark of proficiency, which is something I wish to achieve at the end of the program.

I started the project with a keen observation of what the key objectives stated and strived to ensure that the final output adequately represented what the insights were stating. The first objectives included tasks like sales trends analysis and analysing products and their contributions to the overall revenue. Given a little prior experience with working on dashboards as a personal project, I quickly opined that visualisation tools like histograms and doughnut charts should be used to show how the products perform relative to each other. For the historical sales trends, I chose to analyse the product monthly, all culminating into a 12-year stretch, giving a full context of how they perform in the year.

Under the other key metrics/objectives being evaluated such as delivery and sales relationship and shipping type and delivery performance, I used tables to visualise the sales, orders and growth of products. This was coupled with maps also measuring sales by state, sales by delivery status and then sales by shipping type. These metrics give adequate insights into user preferences, particularly regarding shipping type, and from this, the company can undertake further research to ascertain why certain shipping modes are preferred to others.

In future iterations of my deliverables, I will seek to ensure that more underlying metrics such as geographical performance are better handled. While the use of a map as a visualisation tool to observe states and their respective purchases of product was a user centric design choice, I believe the approach could have even been better had I chose to implore calculations putting state aginast state to crtically observe regions with high or low sales performance. I also believe my approach to the last objective (i.e. customer segmentation) could have been better had I performed the analysis on a more micro-level to highlight a few personal trends(i.e. showcasing customer retention on the micro scale). Nonetheless I believe the overall outlook is a more actionable insight for the company so they can see the bigger picture.

Visualisations:





