

# Scope of Work

Project Details	
Client	Retail Company
Project	Retail Company Sales Performance Analysis
Start Date	2023-10-26
End Date	2023-11-25
Email	<a href="mailto:Alaamhassan2001@gmail.com">Alaamhassan2001@gmail.com</a>
GitHub	<a href="https://github.com/alaamhassan">https://github.com/alaamhassan</a>
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Portfolio	

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## Introduction

### Problem Statement

A retail company sells bags, shoes, accessories, and other related products offline in their shop. The company has a record of all the orders in the year 2019, and 2020. The CEO of the company wants to know if the business is going in the right direction or not.

## Goals

### The main goals of this project are

- To determine if the company's sales performance improved in the year 2020 over 2019.
- To identify strategies for improving sales performance.

## Tasks

### The following tasks will be performed to achieve these goals

<b>Profit Measurements</b>	<ul style="list-style-type: none"><li>• Calculate total net profit growth in 2020 compared to 2019, given in both absolute terms and as a percentage.</li></ul>
<b>Customer Measurements</b>	<ul style="list-style-type: none"><li>• Calculate customer acquisition rate in 2020 compared to 2019, given in both absolute terms and as a percentage.</li></ul>
	<ul style="list-style-type: none"><li>• Determine the customer retention rate in 2020 compared to 2019, given in both absolute terms and as a percentage.</li></ul>
<b>Order Measurements</b>	<ul style="list-style-type: none"><li>• Calculate total growth in the number of orders in 2020 compared to 2019, given in both absolute terms and as a percentage.</li></ul>
	<ul style="list-style-type: none"><li>• Determine the average order value in 2020 compared to 2019, given in both absolute terms and as a percentage.</li></ul>
	<ul style="list-style-type: none"><li>• Determine the average discounted order in 2019 and 2020 total, given in both absolute terms and as a percentage.</li></ul>

<b>Profit Graph</b>	<ul style="list-style-type: none"> <li>• Display net profit/revenue from both old and new consumers for each month during 2020 and 2019.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display the discount category versus the total net profit /revenue.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display net profit/revenue for each month during 2020 and 2019.</li> </ul>
<b>Customer Graph</b>	<ul style="list-style-type: none"> <li>• Display the number of unique consumers for both old and new consumers each month during 2019 and 2020.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display the number of orders for both old and new consumers each month during 2019 and 2020.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display the total number of unique consumers per total number of orders made.</li> <li>• Display the total net profit/revenue per total number of orders made.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display the top 7 consumers that contributed most to net profit/revenue during 2019 and 2020.</li> </ul>
<b>Product Graph</b>	<ul style="list-style-type: none"> <li>• Display the best-selling category each month during 2019 and 2020.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display the number of orders for each category (Line Category).</li> </ul>
	<ul style="list-style-type: none"> <li>• Display net profit/revenue versus category (Line Category) cost for each category.</li> </ul>
	<ul style="list-style-type: none"> <li>• Display the top 5 best and bottom 5 selling products (line SKU) label by category as a percentage for both new and returning customers during 2019 and 2020.</li> </ul>

## Deliverables

At the end of this project, I will provide

- Changelog Report.
- A comprehensive report detailing our findings on the company's sales performance.

- Recommendations for improving sales performance based on the analysis.
- Dashboard visualizing key metrics and trends.

## Timeline (Note: the budget is not real, it was just created for the sake of the report)

**The project will be completed within 30 days of the start date**

<b>Week 1</b>	Requirement Gathering (Ask Phase).
<b>Week 2</b>	Cleaning Data (Process Phase).
<b>Week 3</b>	Analyzing Data (Analyze Phase).
<b>Week 4</b>	Final report and data visualization dashboard delivery (Share Phase).

## Budget: (Note: the budget is not real, it was just created for the sake of the report)

### Estimated Cost

Description	Cost
<b>Requirement Gathering (Ask Phase).</b>	\$2,000
<b>Cleaning Data (Process Phase).</b>	\$2,000
<b>Analyzing Data (Analyze Phase).</b>	\$2,000
<b>Final report and data visualization dashboard delivery (Share Phase).</b>	\$2,000
<b>Total</b>	<b>\$8,000</b>

## Approval and Signatures

<b>Client Name</b>	Retail Company
<b>Client Signature</b>	Alaa Hassan

<b>Contractor Name</b>	Retail Company
<b>Contractor Name</b>	Alaa Hassan

## Comments

All data provided by the company will be treated with utmost confidentiality and will only be used for the purpose of this project.