

Scope of Work

Project Details	
Client	Retail Company
Project	Retail Company Sales Performance Analysis
Start Data	2023-10-26
End Date	2023-11-25
Email	Alaamhassan2001@gmail.com
GitHub	https://github.com/alaamhassan
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Portfolio	

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Introduction

Problem Statement

The 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

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

Profit Graph	<ul style="list-style-type: none"> • Display the numbers of orders as percentages from both returning and new customers for each month during 2020 and 2019. • Display net profits as percentages from both returning and new customers for each month during 2020 and 2019. • Display revenue versus category (Line Category) cost applied for each category for each month in both 2019 and 2020.
Customer Graph	<ul style="list-style-type: none"> • Display the number of customers applied for new and returning customers were there each month during 2019 and 2020. • Display the 7 most customer that contributed most to net profit during 2019 and 2020.
Discount Graph	<ul style="list-style-type: none"> • Display the discount category versus the net profit percentage applied for each line category during 2019 and 2020.
Profit Graph	<ul style="list-style-type: none"> • 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. • Display the last product a customer bought during 2019 to before the last three months in October. • Display the first product an old customer bought during 2019 and 2020.

Deliverables

At the end of this project, I will provide
<ul style="list-style-type: none"> • A comprehensive report detailing our findings on the company's sales performance.
<ul style="list-style-type: none"> • Recommendations for improving sales performance based on the analysis.
<ul style="list-style-type: none"> • Graphs visualizing key metrics and trends.

Timeline

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

Week 1	Data collection and preparation.
Week 2	Exploratory data analysis.
Week 3	Hypothesis testing and benchmarking.
Week 4	Root cause analysis and recommendation development.
Week 5	Final report and data visualization dashboard delivery.

Budget:

Estimated Cost		
Description	Cost	
Data collection and preparation.	\$2,000	
Exploratory data analysis.	\$2,000	
Hypothesis testing and benchmarking.	\$2,000	
Root cause analysis and recommendation development.	\$2,000	
Final report and data visualization dashboard delivery.	\$2,000	
	Total	\$10,000

Approval and Signatures

Client Name	Retail Company
Client Signature	Alaa Hassan
Contractor Name	Retail Company
Contractor Name	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.