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
LinkedIn	www.linkedin.com/in/alaamhassan
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

Profit Measurements	• Calculate total net profit growth in 2020 compared to 2019, given in both absolute terms and as a percentage.
Customer Measurements	• Calculate customer acquisition rate in 2020 compared to 2019, given in both absolute terms and as a percentage.
	• Determine the customer retention rate in 2020 compared to 2019, given in both absolute terms and as a percentage.
Order Measurements	• Calculate total growth in the number of orders in 2020 compared to 2019, given in both absolute terms and as a percentage.
	• Determine the average order value in 2020 compared to 2019, given in both absolute terms and as a percentage.
	• Determine the average discounted order in 2019 and 2020 total, given in both absolute terms and as a percentage.

Profit **Graph**	• Display net profit/revenue from both old and new consumers for each month during 2020 and 2019.
	• Display the discount category versus the total net profit /revenue.
	• Display net profit/revenue for each month during 2020 and 2019.
Customer **Graph**	• Display the number of unique consumers for both old and new consumers each month during 2019 and 2020.
	• Display the number of orders for both old and new consumers each month during 2019 and 2020.
	• Display the total number of unique consumers per total number of orders made. • Display the total net profit/revenue per total number of orders made.
	• Display the top 7 consumers that contributed most to net profit/revenue during 2019 and 2020.
Product **Graph**	• Display the best-selling category each month during 2019 and 2020.
	• Display the number of orders for each category (Line Category).
	• Display net profit/revenue versus category (Line Category) cost for each category.
	• 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.

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	
Week 1	Requirement Gathering (Ask Phase).
Week 2	Cleaning Data (Process Phase).
Week 3	Analyzing Data (Analyze Phase).
Week 4	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**
Requirement Gathering (Ask Phase).	$2,000
Cleaning Data (Process Phase).	$2,000
Analyzing Data (Analyze Phase).	$2,000
Final report and data visualization dashboard delivery (Share Phase).	$2,000
Total	$8,000

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.