**Scope of Work**

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| **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](mailto:Alaamhassan2001@gmail.com) |
| **GitHub** | <https://github.com/alaamhassan> |
| **LinkedIn** | [www.linkedin.com/in/alaamhassan](http://www.linkedin.com/in/alaamhassan) |
| **Portfolio** |  |

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# Introduction

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| 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

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| 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

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| --- | --- |
| 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. |
| * Determine total net profit from discounted orders and compare this as a percentage increase to non-discounted orders. |
| 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. |
| Profit  Graph | * 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 profit versus category (Line Category) cost applied for each category in 2019 and 2020. |
| Customer  Graph | * 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 | * Display the discount category versus the net profit percentage applied for each line category during 2019 and 2020. |
| Product  Graph | * Display the best-selling category each month during 2019 and 2020. |
| * 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

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| At the end of this project, I will provide |
| * A comprehensive report detailing our findings on the company’s sales performance. |
| * Recommendations for improving sales performance based on the analysis. |
| * Graphs visualizing key metrics and trends. |

# Timeline

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| --- | --- |
| 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

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