

Project Proposal

Project Title: Performance of The Canadian Superstore with Exploratory Data Analysis

Submitted by:

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Course: DS 660 Business Analytics

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Summary:

To analyze performance analysis, I have chosen the Canadian superstore from Tableau website at <https://community.tableau.com/>

This is a Canadian Superstore sales dataset where I will need to analyze the sales data and prepare a Dashboard. So, this project will help to the upper management so they can track metrics look at-a- glance view of current status of the sales in this Superstore.

The dataset has 8400 rows and 21 features for analysis.

I will be comparing the performance of the Stores in many ways for the 2009-2012 to determine which Store aspects is the best performer.

I will be using various techniques and methodology taught during this course to perform analysis on selected dataset.

Source of the dataset: Tableau Community

The dataset attributes have following information:

Row ID	Order ID	Order Date	Order Priority	Order Quantity	Sales	Discount
Ship Mode	Profit	Unit Price	Shipping Cost	Customer Name	Province	Region
Customer Segment	Product Category	Product Sub-Category	Product Name Product	Container	Product Base Margin	Ship Date

Objective: To find out Best Performance of store aspects categorizing.

Action Plans:

- I am planning to use Exploratory data analysis to measure a performance using very specific indicators.
 - Sales by order ID of measure
 - Order quantity by province measure
 - Order quantity Trend measure
 - Sales by Top 5 Customers measure.
- These outcomes will give us performance results and it is easy to compare with each other Stores aspects

Expectations:

Apply all the knowledge of lessons learned in class, in addition try out more Business analytics techniques on the data set, to find out what could be more scope of study in different area. The main aim of project to gain experience in versatile Business analytics subject.

Using Tools:

I have decided to use **Excel** and **functions** such as Min, Max, Sum, Average, Count, Count IF, to ease analysis work. I will also use some of the different features of Excel like Dashboard, ICON Sets, Conditional formatting, Descriptive Statistics. This will be new function for me Use the Pivot Charts functionality to get dashboard the data.