Caio Analyst

Data Analysis and Insight Development Plan.

Step 1 - Objective Definition

The purpose of this project is to extract information about sales, cost, profit margin and KPI data. The questions below must be answered:

1 – Customer view: total customers, average annual salary, number of purchases in stores, web and catalogue, number of purchases with discounts. Customers by schooling, customers by marital status.

2 – Spending view: spending by salary, spending by schooling and marital status, total spending by children at home, total spending by teenagers.

3 – Campaign performance view: count of children at home by purchase conversion, purchase conversion count, average annual salary of those who bought or did not buy.

4 – View of points of sale: spending on food, toys, electronics, furniture, utilities and dressing room, total spending by year and country.

Step 2 - Data Collection and Extraction

The data is available in a CSV format file, the data has been loaded directly into Power BI.

Step 3 - Choice of Tools

For this work, Power BI was used since the data is structured and available in a CSV file.

Step 4 - Application of Analysis Techniques

To answer business questions we will use DAX functions and calculate mean and standard deviation to account for variability in the data.

Step 5 - Delivery of Results

A Power BI Desktop report will be delivered with the appropriate charts and/or tables to answer the questions.