Caio Analyst

Data Analysis and Insight Development Plan.

Step 1 - Objective Definition.

The purpose of this project is to extract information about the company's sales data that products marketed in all corners of the world. The 5 questions below must be answered:

• Question 1 - What is the total amount sold?

• Question 2 - How many sales were made per product category?

• Question 3 - How many sales were made by country considering the priority of delivery?

• Question 4 - What was the average discount on sales by product subcategory?

• Question 5 - Which countries had the highest average sales value? Demonstrate in a map.

Step 2 - Data Collection and Extraction

Data is available in CSV format, data has been loaded directly into Power BI.

Step 3 - Choice of Tools

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

Step 4 - Application of Analysis Techniques

To answer business questions, we'll 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 provided with the appropriate charts and/or tables to answer the questions.