

Data Work-Plan

Data Planning

What language are we working with:

- **PYTHON**

What data are we working with:

- Transactional data from an online retail store.
- The dataset contains information about **customer purchases**.
- Data values and types to expect:
 - **Product details – int**
 - **Quantities – int**
 - **Prices – float**
 - **Timestamps – datetime**

Broad Aims

What are the broader goals of this exercise:

- **Analyze** this dataset to gain **insights** into the store's **sales trends**, **customer behavior**, and **popular products**.

Workflow

What is the workflow plan looking like?:

- Conducting **exploratory data analysis**:
 - Identify patterns
 - Identify outliers
 - Identify correlations
- Creating **data visualizations** and **conducting statistical analysis**:
 - Uncover key trends
 - Uncover busiest sales months
 - Elaborate on best-selling products
 - Determine the store's most valuable customers.