**Data Analyst - Project 2 Guidelines**

**Project Goal:**

The purpose of this project is to become familiar with Data Analysis practices as well as utilizing Power BI/Tableau as a Business Intelligence and Visualization tool.

**Project Description:**

Your job is to take in a batch of eCommerce data, create a data warehouse and load, analyze and create visualizations that accurately. Your first task is to design a data warehouse using Big Query and the data provided. Follow a star schema. You will then be asked to find answers to the following questions:

* Which products are the most popular on the eCommerce platform? How has their popularity changed over time?
* How does the time of year affect revenue?
* How much did customers save with discounts?
* What products/product categories had the highest rate of order refunds?
* Are there any geographical or demographic factors that influence customer buying patterns?
  + Which product categories do I sell to whom? (Gender distribution by category, age distribution by category, etc.)
  + What states are generating the most sales per category?
* How have sales changed over time?
* Present other findings from your exploration of the data.

These answers should be presented with the aid of neat and easy to digest visualizations.

**Project Requirements:**

* Big Query
  + Schema should follow good warehousing practices
* Power BI / Tableau (Data visualization)
* 15 Minute Presentation which includes:
  + Sharing of Big Query schema
  + ERD of data warehouse
  + Queries used
  + Results of queries
  + Visualizations