Athena’s Story, a feminist bookstore

**Project Goals:**

1. Help Athena's Story to have a successful campaign in March.
2. Use customer survey data to understand their target audience and their preferences for feminist books.
3. Use historical sales data to identify the most profitable genres for Athena's Story, including feminist fiction and biographies of inspiring women, as well as newer genres such as children's literature and feminist zines.
4. Provide insights and recommendations to Athena's Story on how to improve their sales and customer engagement.

**Objectives:**

1. Analyze the customer survey data to understand the target audience's preferences for feminist books and their likelihood of purchasing books during Women's History Month.
2. Analyze the historical sales data to identify patterns and trends in the most profitable genres and to determine the potential for growth in newer genres.
3. Provide recommendations on which types of books to focus on during the campaign, based on the survey and sales data analysis.
4. Develop a marketing strategy to promote the campaign, including social media, email, and in-store promotions.
5. Monitor and measure the effectiveness of the campaign through key performance indicators, such as sales, website traffic, and customer feedback.
6. Provide Athena's Story with a comprehensive report on the campaign's performance, including insights and recommendations for future campaigns.