Assignment Background

Retail Fusion Inc. is a mid-sized U.S.-based retail company that specializes in health, wellness, and personal care products. With over 250,000 customers and operations across multiple states, the company sells both online and offline, leveraging digital marketing campaigns and data-driven insights to boost growth.

Over the past one year, the company has run several digital marketing campaigns across platforms like Facebook, Instagram, YouTube, LinkedIn, and Programmatic Ads. They've also maintained detailed records of customer demographics, sales transactions, and advertising performance.

Now, the company is looking to **optimize marketing spend, improve customer retention**, and **boost overall sales performance** through deeper data analysis.

As a **data analyst,** you have been given access to the following real-world datasets:

- 📊 **Customer Master Data** – Includes demographics, income, location, and monthly spending
- 🛍️ **Sales Transaction Data** – Tracks the product-level purchases and timestamps
- 📢 **Marketing Channel Data** – Performance data from 6 different digital ad channels
- 📁 **Business Rules & KPIs** – Provided for cleaning, transformation, and metric definitions

🎯 **Your Mission**

You are required to clean, transform, analyze, and visualize the data in Excel. Your objectives include:

- Data Cleaning & Transformations
- Understanding customer behaviour and sales trends
- Evaluating marketing channel effectiveness
- Calculating metrics like ROI, LTV, CPA, and conversion rates
- Designing dashboards for executives to track KPIs
- Recommending strategies based on your analysis

This assignment will help simulate a real-time analytics role at a data-driven retail company and prepare you for professional business intelligence tasks.