

# Data Analysis Project

**Data Analyst:** Luana

**Client/Sponsor:** ORKULA

**Purpose:** To organize and purpose new objectives for the company, looking for new trends in the stationery industry.

## Scope / Major Project Activities:

Activity	Description
MKT	Review MKT strategies used in the past
Sales	Review most selling items and their MKT strategy
Trends	Create a report of what are the trends for 2024?

## This project does not include:

- Creating content for social media.
- Creating new items for the online store

## Deliverables:

Deliverable	Description/ Details
Sales data	
MKT data	

## Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Getting the deliverables</i>	<i>12/12/2023</i>	<i>Client will send deliverables</i>
<i>All data cleaned and processed</i>	<i>20/12/2023 - 1 week</i>	
<i>Making reports</i>	<i>23/12/23 - 1 week</i>	
<i>Trends report</i>	<i>1 month - estimated date 10/01/24</i>	

\*Estimated date for completion:

*This is my "if all goes well and I have everything I need, this is when I'll be done" date.*

Milestone	Expected Completion Date	Description/Details
<i>Getting the deliverables</i>	<i>12/12/2023</i>	<i>Client will send deliverables</i>
<i>Sales and MKT report</i>	<i>27/12/2023</i>	<i>Delivery of Sales and MKT reports</i>
<i>Trends report</i>	<i>10/01/24</i>	<i>Delivery of Trends report</i>