

CASE STUDY REVIEW & PLANNING (MIRO)

- Read and analyse the case study.
- Deliverance; key themes, objectives and scope defined

1

DATA ANALYSIS

- Build pivot tables in Excel
- Deliverance; structured tables showing sales, profits and pricing trends.
- Create graphs and charts (Visuals highlighting key insights).

3

DATA PREPARATION

- Code queries in Snowflake
- Final BigQuery output
- Export dataset to Excel csv
- Deliverance; clean dataset ready for analysis

2

INSIGHT GENERATION

- Interpret graphs and tables.
- Deliverance; Concise insights (e.g promotions vs non-promotions).

4

PRESENTATION DEVELOPMENT

- Build PowerPoint slides.
- Deliverance; Graphs + insights per slide.
- Add action plan, challenges and opportunities.
- Add recommendations for strategic decisions.

5

FINALIZATION

- Review and polish slides.
- Submission.

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