

Project Scope

Sales Performance

Data Analyst: Benbiba Mehdi

Client/Sponsor: GloboTech Electronics

Purpose:

GloboTech Electronics is a global retailer specializing in consumer electronics with both online and physical store channels. Over the years, it has accumulated large volumes of transactional, product, and customer data, but this data remains underutilized.

The purpose of this project is to analyze GloboTech’s historical sales, delivery, and customer behavior data to uncover performance trends, define key metrics, and deliver actionable insights that can support strategic decision-making across sales, operations, and marketing teams.

Scope / Major Project Activities:

The major parts of this project

Activity	Description
Data Preparation	Clean and preprocess data from 4 internal sources: Sales, Products, Customers, and Stores.
Exploratory Data Analysis	Analyze trends in revenue, profit, order volume, and AOV across regions, product categories, and channels.
Metric Calculation	Define and calculate key performance indicators: Total Revenue, Profit, Total Orders, and Average Order Value (AOV).
Dashboard Creation	Create an interactive Power BI dashboard to visualize KPIs across multiple business dimensions.
Recommendations Report	Deliver strategic business insights and propose actions that support revenue growth and operational optimization.

This project does not include:

This project does not involve :

- Predictive modeling or machine learning.
- Real-time data ingestion or live system integration.
- External market research or competitive benchmarking.

Deliverables:

Deliverable	Description/ Details
Executive Insights Deck (PPT)	A clean, data-driven PowerPoint presentation summarizing trends, findings, and business recommendations.
Interactive Dashboard	A Power BI dashboard tracking core KPIs with filters by time, geography, product, and channel.
Jupyter Notebook	Documented notebook for data exploration and chart generation.
Recommendations Report	A comprehensive report outlining key findings and recommendations.

Schedule Overview / Major Milestones:

The expected schedule for the project is:

Milestone	Expected Completion Date	Description/Details
Data Cleaning	08/02/25	Raw data fully cleaned, formatted, and prepared for analys.
EDA & Metric Calculation	08/02/25	All core KPIs calculated and trends identified.
Dashboard Creation	08/04/25	Interactive Power BI dashboard completed and tested.
Executive Deck Delivered	08/05/25	Final business recommendations and presentation materials completed
Final Report Delivery	08/06/25	Comprehensive report with findings, and recommendations.

*Estimated date for completion:

Estimated Completion Date: August 06, 2025