

# Super Store Sales Analysis Proposal

## 1. Background

Super Store is a retail business that sells a diverse range of products across various categories. Understanding sales performance is crucial for optimizing inventory management, pricing strategies, and marketing efforts. This project aims to analyze sales data to generate valuable insights that will support decision-making and drive business growth.

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## 2. Project Objectives

- Analyze sales performance across different categories and geographic regions.
  - Identify the best-selling and least-selling products.
  - Understand customer purchasing patterns over the years.
  - Provide recommendations to improve sales and marketing strategies.
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## 3. Timeline & Project Phases

### Phase 1: Defining Analytical Questions

#### Tasks:

- Identify key business questions that can be answered through data analysis.
- Define performance metrics such as total sales, customer segmentation.

#### Tools:

- Power BI

#### Deliverables:

- A comprehensive list of business questions with initial insights.

#### Responsible Team Members:

- Ahmed Mostafa
- Marwan Samir Mansour

## **Phase 2: Data Exploration & Analysis**

### **Tasks:**

- Conduct exploratory data analysis to uncover trends and patterns.
- Segment customers and analyze purchasing behaviors.
- Identify regional performance differences and seasonal effects.

### **Tools:**

- Power BI
- Power Query

### **Deliverables:**

- Insights on key sales trends and patterns.

### **Responsible Team Members:**

- Mohamed Safwat
  - Heba Aly Hussein
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## **Phase 3: Dashboard Development**

### **Tasks:**

- Design and develop an interactive dashboard to present findings.
- Create data visualizations that highlight key performance indicators (KPIs).
- Develop DAX formulas in Power BI to enhance report accuracy and data analysis.

### **Tools:**

- Power BI
- DAX

### **Deliverables:**

- A fully integrated interactive dashboard.
- Improved analytical accuracy through DAX.

### **Responsible Team Members:**

- Mohamed Yousri Ebrahim
- Heba Aly Hussein

## **Phase 4: Final Report & Presentation**

### **Tasks:**

- Prepare a detailed report summarizing findings, insights, and recommendations.
- Develop a presentation to showcase key results.
- Present findings to stakeholders.

### **Deliverables:**

- Final project report.
- PowerPoint presentation.

### **Responsible Team Members:**

- All team members
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## **4. Methodology**

The project will follow a structured data analysis approach using Power BI:

- Data cleansing and transformation to ensure accurate insights.
  - Development of an interactive dashboard for better data visualization.
  - Performance trend analysis to identify growth opportunities.
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## **5. Customer & Sales Analysis**

### **Tasks:**

- Compare customer behavior over the years to identify changes in purchasing patterns.
- Calculate the average number of orders per product to understand repeat purchase rates.
- Identify the top 10 customers by segment and analyze their purchasing behavior.

### **Tools:**

- Power BI

### **Deliverables:**

- Analytical reports highlighting time-based variations in customer behavior.
- Detailed analysis of average orders per product.
- A list of the top 10 customers by segment with insights into their purchasing behavior.

## 6. Expected Business Impact

- Improved understanding of sales performance.
  - Enhanced inventory and pricing strategies.
  - More effective marketing campaigns based on customer insights.
  - Strengthened decision-making processes to support business growth.
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## Conclusion

This proposal outlines a comprehensive approach to analyzing Super Store's sales data, ensuring a structured process for deriving valuable business insights.