Rafael Joseph Salonikios

Project Name: Skechers Sales and Trend Analysis

Link to GitHub repository: https://github.com/rafasalonikios/sql-project

Job description

a. I selected the job as it involves a lot of data analytics in the retail industry, which interests me a lot as well as making decisions based on that
b. This could be relevant to my career goals as there is a significant opportunity of career growth on such a large company with a global presence. It involves working with different teams and being involved in many areas
c. The job interests me because I want to understand the performance of different products in the retail industry and how that impacts the company as a whole

Problem

a. Which product categories are the most profitable in different regions? Or maybe how do different times of the year affect the sales in different products?
b. It is relevant to the job as it is very similar to a few of the responsibilities the analyst is going to have, based on what is outlined in the job description
c. SQL will allow me to extract data from databases and different data sources, and then based on that, summarize and analyze, also being able to perform calculations and facilitating the process of identifying trends

Data sources

a. Use company internal data (sales and customer information) as well as public data for economic indicators and possibly geographic data

b. I will use python to best retrieve the relevant datasets. “requests”, “json” and “pandas” are important libraries I will probably have to use
c. This is relevant as it will allow me access to historical specific products analysis, which is crucial for data analysis, the main part of the job description

Solution

a. Collect the data, APIs and scrapping; clean data, if necessary and transform it into data that is easier to analyze (aggregations, joins, filtering, etc.); analyze the data and provide insights using SQL queries
b. Use matplotlib in python to create data visualizations that present key findings and potential trends encountered