# Forage Retail Analysis Data Analysis Project

## Data Analyst: Ajaykumar S

## Client/Sponsor: Urška Sršen

## Goal:

*To provide retail and marketing insights to CEO and CMO in order to help them make effective data driven decisions.*

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

| Activity | Description |
| --- | --- |
| Ask | Asking SMART questions to understand the context of the project. |
| Prepare | Collecting and organizing the data for ease of access. |
| Process | Cleaning the data for accurate predictions. |
| Analyze | Performing sorting, filtering and statistics to analyze data. |
| Share | Sharing the insights to the client in the form of visualizations. |
| Act | Making recommendations for effective data driven decisions. |

## This project does not include:

* Implementing the strategy.

## Deliverables:

*A specific list of things that your project will deliver.*

| Deliverable | Description/ Details |
| --- | --- |
| Entire process document | document specifying the entire process done for this project. |
| Presentation | presentation that includes insights obtained from the data with visualizations. |
| Recommendations | recommendations on marketing strategy. |