# Data Analysis Project

## Data Analyst: (You)

## Client/Sponsor:

Vrinda Store

## Purpose:

**Why is this project happening?**

Vrinda Store seeks to analyze its 2022 annual sales to gain a deeper understanding of customer purchasing behaviors, identify trends, and spot areas for improvement. This project will provide valuable insights to guide strategies to enhance customer satisfaction and increase sales in 2023.

**Goals of the Project:**

1. Identify the top-performing and least-performing products/categories in 2022.
2. Analyze customer buying patterns, including seasonal trends and preferences.
3. Determine key demographics contributing to the store’s sales.
4. Identify opportunities to optimize product offerings, pricing, and promotions.
5. Deliver actionable recommendations to drive growth and profitability in 2023.

## 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.*

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| Activity | Description |
| Data Collection | Gather sales data from Vrinda Store’s POS system, online platforms, and other relevant databases for 2022. Ensure data accuracy and completeness. |
| Analyze Sales Performance | Evaluate sales data to identify top-performing and least-performing products, categories, and time periods. Analyze seasonal trends, customer demographics, and buying patterns. |
| Identify Key Insights | Pinpoint critical insights such as factors influencing peak sales, underperforming areas, and customer preferences. This may involve segmenting data by product type, region, or customer profile. |
| Develop Recommendations | Based on insights, create actionable strategies to enhance product offerings, optimize pricing, improve marketing campaigns, and address gaps in sales performance. Include potential revenue growth projections. |
| Prepare and Deliver Final Report | Compile findings into a comprehensive report detailing sales trends, insights, and recommended strategies. Present the report to Vrinda Store’s stakeholders to guide decisions for 2023. |

## This project does not include:

* **Analysis of Pre-2022 or Post-2022 Data**: This project focuses solely on sales data from the year 2022. Any data from 2021 or earlier, or 2023, will not be included in the analysis
* **External Market Analysis**: The focus is on Vrinda Store’s internal sales data; market trends and competitor analysis will not be part of the project scope.
* **Customer Feedback Analysis**: While sales trends and customer behaviors will be analyzed, this project will not include an in-depth qualitative analysis of customer reviews or surveys.

## Deliverables:

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

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| Deliverable | Description/ Details |
| **Comprehensive Sales Analysis Report** | A detailed report summarizing key findings from the 2022 sales data, including:   * Top-performing and least-performing products/categories. * Seasonal trends and sales patterns. * Customer demographics and buying behaviours. |
| **Visual Data Dashboards** | Interactive dashboards or static visualizations to illustrate sales trends, product performance, and customer segments. These might include charts, graphs, and heatmaps |
| **Supporting Data Files** | Organized and cleaned datasets used for analysis, ensuring transparency and reproducibility of findings. |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

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| Milestone | Expected Completion Date | Description/Details |
| ***Data Collection*** | *16 November 2024* | *Gather data from online platforms* |
| ***Data Cleaning*** | *16 November 2024* | *Ensure all data is accurate, consistent, and formatted for analysis. Handle any missing or erroneous data.* |
| ***Sales Analysis*** | *16 November 2024* | *Complete initial analysis to identify trends, top/least-performing products, and customer behavior patterns.* |
| ***Key Insights Identified*** | *16 November 2024* | *Summarize findings, including key sales drivers, seasonal trends, and gaps in performance.* |
| ***Recommendations Draft*** | *16 November 2024* | *Create a draft list of actionable strategies for improvement in 2023, including revenue growth projections.* |
| ***Visualizations*** | *18 November 2024* | *Generate dashboards and visualizations to clearly communicate findings (e.g., charts, graphs, heatmaps).* |
| ***Final Report*** | *20 November 2024* | *Submit a comprehensive report detailing findings, insights, and recommendations to Vrinda Store’s stakeholders.* |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

*20 November 2024*