## **Xmas Sales Analysis**

The festive season is upon us, and the holiday gifts market is gearing up for its most significant sales period of the year. However, navigating the holiday rush and maximizing profits can be daunting. That's where you come in – the data ninja!

This challenge is your chance to sharpen your data analysis skills and gain valuable insights into customer behaviour during the Christmas season. We'll provide a comprehensive dataset of anonymized Christmas sales data spanning various product categories, customer demographics, and marketing campaigns.

**About**

We are delighted to introduce the FP20 Analytics Challenge 12, presented to you in collaboration with ZoomCharts. Thanks to this partnership, we're integrating Zoom Charts' exceptional Power BI solution into this competition to enrich your skill in creating excellent reports that help business users explore data quickly and intuitively.

To participate in the challenge with ZoomCharts [register here](https://zoomcharts.com/en/microsoft-power-bi-custom-visuals/challenges/fp20-analytics-december-2023?utm_source=challenge&utm_medium=fp20analytics&utm_campaign=fp20analytics_web_december&utm_term=register&utm_content=registration).

**Why participate in the ZoomCharts Challenge?**

1. Receive a free license  
   Upon signing up for the challenge, you will receive a FREE Drill Down Visuals Developers License to access the entire Drill Down Visuals PRO library.  
   This license remains active for a year after the last challenge you take part in, which is an excellent opportunity to access the latest advanced data visualization tools to enhance your projects for an entire year.
2. Personalized feedback ️  
   Our team sends personalized feedback to EVERY report entry. This allows all participants to hone their skills and adjust their reports, giving them an extra competitive edge in the challenge.
3. Learning resources   
   Participants receive all the latest information on upcoming workshops and events, demonstrating how our team of proven professionals’ approaches visualizing the given dataset for the challenge.  
   You also have the chance to book 1:1 calls with a Power BI mentor who will analyse your report and give specific suggestions to improve it.
4. The main prize   
   Last but not least, entering the challenge with ZoomCharts puts you in the running for an additional $300 Amazon gift card!

**Introduction**

Below is your show time. Read me carefully!

**Timeline**

The challenge will run from Wednesday the 14th of December 2023 at 3:00 pm UK time and ends on Wednesday the 10th of January 2024 at 11:59 pm UK time.

**Tools**

All tools permitted.  
  
ZoomCharts entries:   
Reports will be presented in Power BI. All visuals in the report should be ZoomCharts Drill Down visuals, except for those that cannot be replicated with ZoomCharts, such as Cards, Filters, Slicers, Tables etc.

**Access to the LinkedIn Group and Forum**

**https://www.linkedin.com/groups/12751070/**  
  
**Important – Report Insights**

As part of FP20 Analytics Challenge 12, Your mission is to utilize your data analysis expertise to uncover hidden trends and patterns within the dataset.

**The Brief**

Create a report that allows end users to find answers to the following questions easily:

1. Predict future sales:

* What could be the most popular Xmas sale products in the upcoming year?
* Which country had the most Xmas sales in history?
* Which purchase type would be the trend based on historical data?

2. Identify customer segments:

* Based on purchase history and demographics, which customer segments could drive the Xmas sales most?
* For each customer segment, what was their favorite Xmas purchase item?
* Recommend strategies for customer acquisition and retention based on segment insights.

3. Identify potential promotional opportunities (Optional):

* Analyze historical sales data and0 promotional activity to identify effective discount strategies and promotional offers.
* Recommend the optimal timing and duration of promotions for various product categories and customer segments.
* Predict the impact of different promotional strategies on sales performance.

4. Develop a data-driven approach to pricing:

* Analyze the relationship between product price, sales volume, and customer behavior.
* Develop dynamic pricing strategies to optimize profits and maintain market competitiveness.
* Recommend pricing adjustments for individual products based on demand and market trends.