Retail Analytics: Project outline

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We are looking at sales and customer data for a retail-clothing store. The business is interested in particular information, which we will enable by the design and development of this data warehouse.

The two primary areas we are focusing on are:

- Sales Analysis
  Assessing point of sales data and product information, comparing it with past performance, and predicting sales forecast
- Customer Satisfaction
  Gaining an insight into customer segments, analyzing retained customers

The exact information that the business is interested in:

i. Overall sales compared to previous fiscal year
ii. Sales by gender compared to previous fiscal year
iii. Profit generated for each store compared to previous fiscal year
iv. Overall sales and profit for each customer
v. Top ten and bottom ten products by sales purchased by the customers
vi. Top promotions employed by the customers during purchase
vii. Customer satisfaction
viii. Number of returns of merchandize.
ix. Product sales amount by zip code.
x. Highest sales amount in a zip code.

We have addressed all of these questions based on analysis and implementation of the BI tool, Tableau.

Key Performance Indicator (KPI) Metrics:

Some of the KPIs that we are looking at are:

SALES ANALYSIS	
Gross Sales	Gross sales are the grand total of all sale transactions reported in a period
Profit	The difference between sales and the cost of goods sold
Profit Margin Ratio	It is a profitability ratio that measures the amount of net income earned with each dollar of sales generated
Average purchase value	Measure the average volume of sales through the number of purchases multiplied by the average amount of a single purchase.
CUSTOMER ANALYSIS	
Customer Lifetime Value	It is the prediction of the net profit attributed to the entire future relationship with a customer.
Customer Retention	Percentage of customers the company retains over a given period of time