

Sales Data Analysis Project

Data Analyst: Suzain Masood Khan

Client/Sponsor: ABC

Purpose

This project aims to analyze sales data to identify trends, patterns, and key performance insights that help stakeholders make informed business decisions. The analysis focuses on understanding customer behavior and improving sales performance through clear reporting and visualization.

Scope & Major Activities

- 1 Data Collection: Cleaning datasets by handling missing values, duplicates, and formatting errors.
- 2 Data Analysis: Identifying trends, patterns, and key performance indicators (KPIs).
- 3 Data Visualization: Creating charts and graphs to present insights clearly.
- 4 Reporting: Preparing a summary report with findings and recommendations.

Out of Scope

- 1 Real-time or live data collection
- 2 Predictive modeling or machine learning
- 3 Implementation of business decisions or strategy changes
- 4 Data engineering tasks such as database or pipeline creation
- 5 Ongoing monitoring after project completion

Deliverables

- 1 Cleaned dataset ready for analysis
- 2 Summary of trends and key performance indicators
- 3 Visualizations (charts and graphs)
- 4 Final written report with insights and recommendations

Project Timeline

- 1 Week 1: Data collection and review
- 2 Mid Week 2: Data cleaning and preparation
- 3 End Week 2: Data analysis and KPI identification
- 4 Week 3: Visualization and final reporting
- 5 Estimated Completion Date: 15 February 2026