

Phase1: brainstroming

Title:

Global Retail Sales and Profitability Analysis.

Problem:

A retail company is struggling to track which product categories and geographic regions are underperforming, leading to lost revenue.

Objective:

To create an interactive Tableau dashboard that identifies low-profit zones, monitors seasonal sales trends, and pinpoints high-return product categories to optimize business strategy.

Empathy Map:

(Tegan Ingale :-)

* Empathy Mapping :-

Says :-

I need to see which month had the lowest sales quickly.

Thinks :-

"I hope we can reduce losses in the Furniture department this year".

Does :-

Manually scrolls through Excel sheets for hours to find errors.

Feels :- "Stressed and overwhelmed by too many unorganized numbers".

phase 2 : requirement analysis:

- **Customer Journey Map**
 - **Awareness:** The manager realizes sales are dropping in a specific region.
 - **Discovery:** The manager opens the Tableau Dashboard to find the cause.
 - **Analysis:** The manager filters data by "Category" and "Region" to pinpoint the loss.
 - **Action:** The manager identifies high shipping costs in the "West" and adjusts logistics.
 - **Optimization:** The manager monitors the dashboard monthly to ensure profit growth.
- **Solution Requirements**
 - **Data Source:** Integration of the Global Sales (Superstore) dataset.
 - **Functional Filters:** Ability to filter by Year, Region, and Product Category.
 - **Key Performance Indicators (KPIs):** Dynamic counts for Total Sales, Total Profit, and Profit Margin.
 - **Visualizations:** Geographic Map for sales distribution and Trend Lines for performance over time.
- **Data Flow Diagram (DFD)**
 - **Source:** Raw Sales Data (Excel/CSV).
 - **Process:** Data Cleaning (handling nulls/dates) and Transformation in Tableau.
 - **Output:** Interactive Dashboards and Visual Stories.
 - **User:** Sales Manager receives insights for strategic decision-making.

phase 2: project planning:

Sprint Delivery Plan:

- **Sprint 1 (Week 1):** Focus on Data Collection, Cleaning, and Requirement Gathering.
- **Sprint 2 (Week 2):** Focus on Worksheet Development in Tableau and Building Visualizations.
- **Sprint 3 (Final Week):** Dashboard Assembly, Storytelling, and Final Video Documentation.

Project Progress Tracking:

- I am using **Agile Methodology** to track progress.
- **Tool:** I have set up a **Trello Board** (or Jira) to move tasks from "To-Do" to "In-Progress" and finally "Done."

Milestones:

- **Milestone 1 (Complete):** Problem Statement and Empathy Map.
- **Milestone 2 (Current):** Project Planning and Technology Stack.
- **Milestone 3:** Final Dashboard Link and Project Video.