# Data Analysis Project

## Data Analyst: Tinh Pham

## Client/Sponsor: Target at Burlington

## Purpose:

*Write a brief description of why this project is happening below. Why is this project happening? What are the goals?*

*Target at Burlington wants to increase their Q4. The goal is to boost their revenue and achieve 10% increase in revenue at the end of 2021.*

## 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.*

| Activity | Description |
| --- | --- |
| Collect data | Collect sale data of this location in past 3 years |
| Make surveys | Make surveys about customers’ experience |
| Find insights | Analyze sale data and surveys to find customer’s shopping habit |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* Sale data does not include of year 2018 or before
* This project does not involve online shopping

## Deliverables:

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

| Deliverable | Description/ Details |
| --- | --- |
| Holiday needs for marketing team (10/1/2021) | What is the best sellings in Halloween, Christmas and Black Friday  by analyzing sale data form 2019-2021 |
| Identify the sale pattens of Q4 | identify the sale patterns before the holidays and year-end sale. |
| Improve customers’ experience | Analyze the survey and draw insights how to improve customers’ experience |

## 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.*

| Milestone | Expected Completion Date | Description/Details |
| --- | --- | --- |
| *Collect data* | *9/20/21* | *Collect sale data of the last 3 year* |
| *Clean data and process* | *9/28/21* | *Clean, organize and store sale data* |
| *Making surveys* | *9/25/21* | *Making the surveys to collect in-store customer’s experience* |
| *Collect surveys data* | *10/01/21* | *Complete surveys* |
| *Complete initial data and surveys analysis* | *10/10/21* | *Analyze data and combine with surveys to find insights* |
| *Report to stakeholder* | *10/15/21* | *Deliver complete dashboard and analysis report to stakeholder* |

## \*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.*