

Project - Basic Data Storytelling Design Checklist – Superstore Data

Who

- **Stakeholders** - Superstore Owners, Investors, Sales and Logistics managers and the General Audience whomsoever are interested.
 - **Audience** - Audience who are familiar with the Sales, Profit and Data related to Stores and Supermarkets in USA.
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What

- **Data Sources** – Superstore Data
 - **Data Quality** – The Data is clean with very minimal need of data wrangling and manipulation
 - **Data Timeliness** – The Data isn't the latest, It consists of data for the period of 4 years [2011-2014]
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Why

- **Business Case/Other Goals** –

Profit, Sales, Ratio of Profit, Ratio of Discount, Sales are some of the key indicators used to measure the performance of a store/supermarket. I will analyze these metrics by combining one or more secondary metrics through which these primary indicators are subjected to change. These results can be shared with the stakeholders and audience.

- **Intended Outcome** –

Through the obtained analysis and Insights I would suggest the Store owners, Manufacturers and managers of their respective segments on the current scenario of all the primary metrics (Profit, Loss, Sales, Ratio of Profit, Ratio of Discount) and how to obtain profitable sales.

This can be done using various interactive visualizations and dashboards consisting of charts, graphs and relevant details like dropdowns, checklists, actions, parameters and calculated fields etc.
