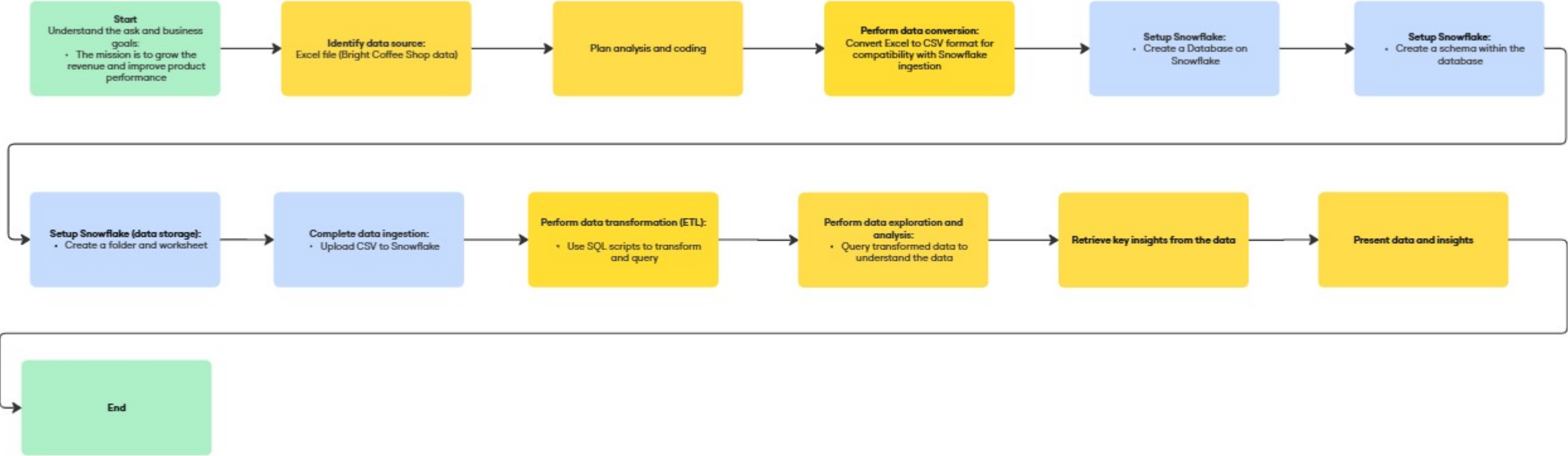
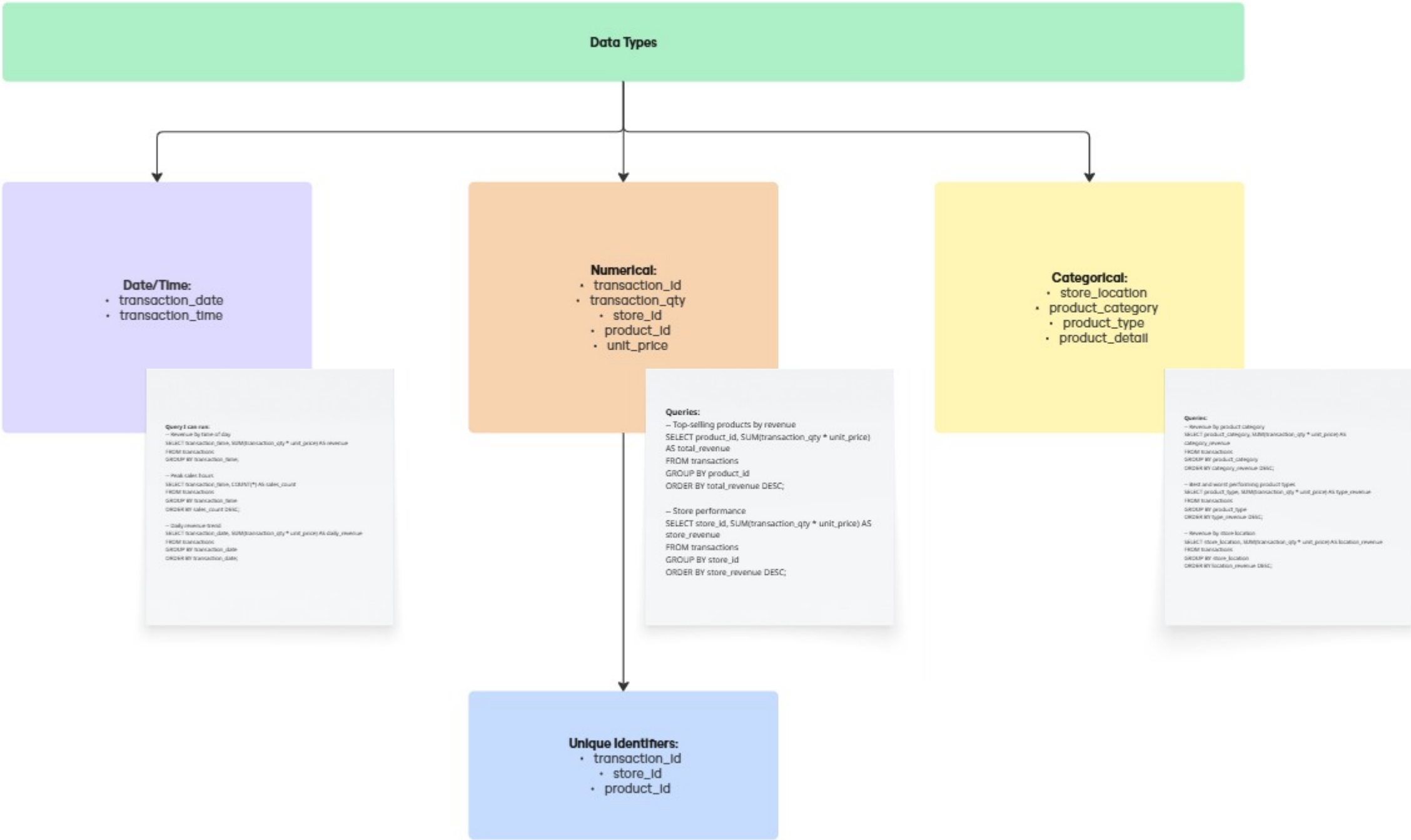


Data Flow and Architecture Diagram



Data Planning



Understanding the Ask

Company Mission:
Grow the company's revenue and improve product performance

Project Objective:

- Which products generate the most revenue
- What time of day the store performs best
- Sales trends across products and time intervals
- Recommendations for improving sales performance

Key insights the team should deliver:

1. Sales by product category and time intervals
 - Peak sales time
 - Lowest sales time
2. High-performing and low-performing products
 - Top performing product by revenue
 - Lowest performing product
3. Total revenue calculations
4. Top 5 products and the revenue they generate
5. Most/Least sold product by quantity
6. Product with stable performance across all time slots
7. Recommendation:
 - promote low performing during peak hours to boost visibility and sales
 - market least sold
- Peak time would be ideal for promo and new product launches