# Retail Analytics

## Data Analyst: (You)

## Client/Sponsor: Kaggle

## Purpose:

*Th project is to analyze and generate customer profile of three different treadmill models from CardioGoodFitness.*

## Scope / Major Project Activities:

|  |  |
| --- | --- |
| Activity | Description |
| Obtain Data | Dataset obtained in CSV file format |
| Process Data | Process and clean data with PowerBI |
| Generate dashboard | Generate dashboards - Customer Demographics and Product Usage Metrics |

## This project does not include:

* *This project does not include any forecasting model as a deliverable*
* *This project does not contain any future forecasts as a deliverable*

## Deliverables:

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Dashboard | Live dashboards for the two tasks – Customer Demographics and Product Usage Metrics |

## Schedule Overview / Major Milestones:*.*

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Obtaining and managing data* | *First week* | *Obtain and manage data storage* |
| *Preprocessing Data* | *Second week* | *Cleaning of data* |
| *Dashboard* | *Third week* | *Generating live dashboards* |

## \*Estimated date for completion:

*1 week from start date*