# Retail Analytics

## Data Analyst: (You)

## Client/Sponsor: Quantium Virtual Internship

## Purpose:

*The project is to analyze the sales data and understand how customer lifestage, subscription and brand impact the sales.*

## Scope / Major Project Activities:

| Activity | Description |
| --- | --- |
| Obtain Data | Dataset obtained in CSV file format |
| Process Data | Process and clean data with Python |
| Generate dashboard | Generate live dashboards for each task - Customer Lifestage, Customer Subscription Type and Brand |

## 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*
* This project does not focus on analysis relating to any specific individual or a brand. Any analyses that are carried out are in general terms only.

## Deliverables:

| Deliverable | Description/ Details |
| --- | --- |
| Dashboard | Live dashboards for the three tasks - Customer LifeStage, Customer Subscription and Brand |

## 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:

*3 weeks from start date*