

# Project Requirements

## Building the Data Warehouse (Data Engineering)

### Objective

Develop a modern data warehouse using MySQL to consolidate sales data, enabling analytical reporting and informed decision-making.

### Specifications

- **Data Sources:** Import data from two source systems (ERP and CRM) provided as CSV files.
  - **Data Quality:** Cleanse and resolve data quality issues prior to analysis.
  - **Integration:** Combine both sources into a single, user-friendly data model designed for analytical queries.
  - **Scope:** Focus on the latest dataset only; historization of data is not required.
  - **Documentation:** Provide clear documentation of the data model to support both business stakeholders and analytics teams.
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## BI: Analytics & Reporting (Data Analysis)

### Objective

Develop SQL-based analytics to deliver detailed insights into:

- **Customer Behavior**
- **Product Performance**
- **Sales Trends**

These insights empower stakeholders with key business metrics, enabling strategic decision-making.