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"I am looking to improve our performance in the next quarter, what suggestions do you have?"

Step 1: Identify the problem.

We will start by rephrasing the question because the question doesn't really capture what we need to look for. Performance here is referring to profit as a metric and suggesting need to be changed to opportunities because opportunities are based on facts while suggestion are based on feeling and biases. So the new question we are trying to answer is What are the opportunities in our business to increase profit in the next quarter.

Step 2: What do I need to know to solve the identified problem?

To solve the problem, we first must identify what we know, and what we need to know. And to identify this point we must evaluate the company's strengths, weaknesses, opportunities, and threats:

- Strengths: Looking at the past quarters, figure out what internal attributes and resources that the company introduce or implemented that support a successful outcome, we could look at brand reputation, workforce, technologies that are available to the workforce, and the efficiency.
- Weaknesses: Strengths and weaknesses usually go hand in hand. We must look at all possible factors that could hinder performance internally, such as the work force's lack of expertise in key areas, outdated technology, limited resources available, or externally, like brand reputation.
- Threats: What are the external challenges or obstacles that caused or could cause trouble for the company? things such as economic downturns, increasing competition, regulation and foreign policy change, etc.

In addition to

- Is the company performance growing at a slower pace? And VP wants it to grow faster.
- Is the company profit decreasing? And the VP wants to figure out the reason and a solution.
- Is the company profit the same in this quarter compared to the last quarter, even though more employees are hired, and sales "seem" to be better? And the VP wants to know why that's the case.

The Data that we are going to pull using SQL need to be able to answer questions such as:

- What our strengths and weaknesses are?

- Where is the source of such weaknesses? When did these weaknesses start to affect the company?

- Where is the source of our success (strengths), is it in the workforce? is our marketing department?

- How can we eliminate such weaknesses, and improve our strengths?

- When did our profit peak? How? What is the opportunity that led to the peak, was it a change in regulation? What is an influence that boosted our sales? Etc.

-When did our profit fall? How? What are the threats that led to the fall, was it customer complain? Change in regulation that worked against the company? Etc.

Step 3: Identify what Data need to be collected. Collect the necessary Data

To complete this step, we will send out a request to the VP of Sale for sales data, business model, consumer behavior, sales forecast, customer demographics of the last quarter and the quarter before it, employee data (this includes first day at work, job title, salary, we will need to do a performance evaluation, and attendance records). After we asked and found the necessary information. Within these sets of data it should include company profit, such as income statement and balance sheet and any other resource that might be helpful in finding a solution to the problem.