Project Proposal - Rework

Step 1: Identify the problem: I am your VP of sales looking to improve performance for next quarter. What are your suggestions?

    a. Reframe the Question: What opportunities do we have to increase this quarter's profits over the previous quarter

Step 2: The data:

    b. In order to answer this question we will be gathering the following data
- i. Customer information: Where customers are ordering from
- ii. Price: Cost of making the item, selling price
- iii. Shipping information: Where, when, date, cost
- iv. Return on investment: Upgrading products to attract more customers
- v. Item information: Product ID or SKU, Product name or description
- vi. Available inventory: Low on stock, backlog
- vii. Discounts: too little, too many

    c. Transaction Level: Every item sold

Step 3: Identify what we need to find and where:

    a. We will retrieve the data from the company database and use SQL to organize and filter.