

Project Proposal

Step 1: Rephrase the question

The problem being presented to me is how can we improve our performance for the next quarter, and any suggestions that I may have.

- Business may be running slow
- Improvements have been stagnationing or diminishing in the last quarters
- Decrease in customers
- Decrease in sales/revenue

How can we see improvement in sales/revenue and/or profits in our business for the next quarter?

Step 2: What do I need to know

- Where is the customer located?
- What is the address of the customer?
- What form of payment did the customer use?
- What service did the customer pay for?
- When was the service paid?
- How long has the customer used the service for?
- How many times has the customer paid for the service?
- How much did the customer pay?
- Where did the customer pay for the service? (Online, by phone, in person)
- What is the telephone number of the customer?
- What is the first and last name of the customer?
- How many people use the service in the household?
- When was the last time the customer paid for the service?
- How long has it been since the customer last used the service?

Step 3: Collect the data

The data will be pulled from the SQL database.