**Project Title: Analyzing Operational Challenges at Tesla Motors**

Objective: To identify and analyze operational challenges faced by Tesla Motors using the existing database schema. The project will utilize SQL queries to extract insights from the database tables to help inform strategic decisions.

**Identified Problems and Questions**

1. **Sales Performance Analysis**

**Problem: Tesla needs to understand which vehicle models are performing well in terms of sales and which are lagging.**

**Questions:**

* What are the total sales for each vehicle model in the last year?
* Which vehicle model has the highest sales volume?
* Are there any seasonal trends in vehicle sales?

1. **Customer Feedback Insights**

**Problem: Understanding customer satisfaction and areas for improvement based on feedback.**

**Questions:**

* **What is the average rating for each vehicle model?**
* **How many customers have provided feedback on their vehicles?**
* **Are there any common themes in customer comments?**

1. **Inventory Management**

**Problem: Tesla needs to ensure that inventory levels are optimized to meet demand without overstocking.**

**Questions:**

* **What is the current inventory level for each vehicle model?**
* **Are there any vehicles with low inventory that need restocking?**
* **How does inventory correlate with sales data over the past year?**

1. **Service Record Analysis**

**Problem: Analyzing service records can help identify common issues and improve service efficiency.**

**Questions:**

* **What are the most common types of service requests?**
* **Which vehicle models have the highest service costs?**
* **Is there a correlation between service frequency and customer satisfaction ratings?**

1. **Promotion Effectiveness**

**Problem: Evaluating the effectiveness of promotions on vehicle sales.**

**Questions:**

* **How much revenue was generated during promotional periods compared to non-promotional periods?**
* **Which promotions resulted in the highest sales increase?**
* **Are there specific models that benefit more from promotions?**

**Conclusion**

**This project aims to leverage SQL queries on the Tesla Motors database to identify key operational challenges and provide actionable insights. By answering these questions, stakeholders can make informed decisions that enhance sales performance, improve customer satisfaction, optimize inventory management, streamline service operations, and evaluate promotional effectiveness.**