**STC and the 2030 Vision**

The Saudi vision 2030, revealed in 2016 by Crown Prince Mohammed bin Salman, is founded on three pillars: a vital society, a thriving economy, and an ambitious nation. Like any other company in Saudi, STC wants to take advantage of the opportunities that the vision opens

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STC or “Saudi Telecom Company” is one of the biggest telecommunication and digital services companies in Saudi Arabia and the Middle East. One of the Pillars of the Saudi 2030 vision is “a vital society”, STC is taking advantage of the 2030 vision by strengthening the economy of Saudi Arabia.

To support the “thriving economy” pillar, STC launched the Saudi Vision Cable project as one of its attempts to achieve the vision 2030; the landing points are in Jeddah, Yanbu, Duba, and Haql. STC is doing that because the government plans to spend 13.3 billion USD in the telecommunication industry to achieve the objective of the Saudi 2030 vision.

The main goal of the “ambitious nation” pillar is to empower the Saudis and the private companies to take better steps and continue improving (Mitchell & Alfuraih, 2018). That is what STC did. It takes better steps, said the company, like introducing the revised CARE strategy and came up with CARE 2.0.CARE 2.0 continues to improve STC employees' skills and enriches client experiences.

**The dataset**

In our project we picked a dataset that displays the sales of the uncommon handheld devices in the years from 2018 to 2020. The dataset has 20 columns and more than 1 million rows. After cleaning the dataset and taking the most useful information we will be able to help determine how STC can help the economy of Saudi Arabia and its vision.