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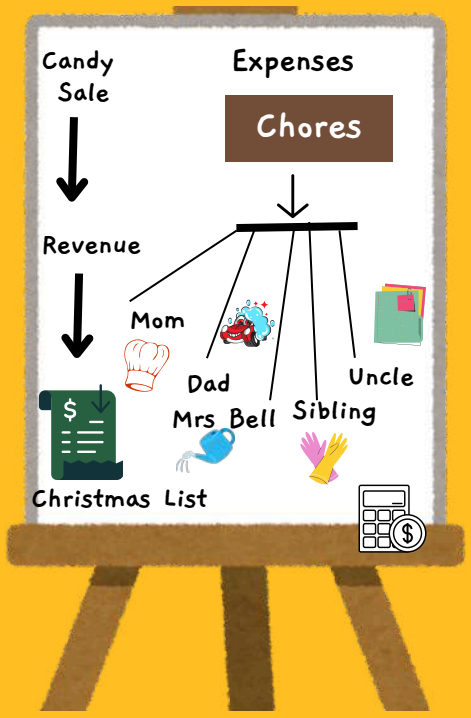
Lina's Christmas Project

An Analytics Storytelling Adventure



Meet Lina. At just 11 years old, she is a girl of independent mind and a truly analytical heart.

This year, she set a bold goal: to earn enough money to buy her entire family Christmas gifts. But Lina knew that a big dream needed an even bigger plan.

She set out to find a way to maximize her revenue while keeping her expenses as low as possible. Now, all she needed was the perfect idea.

Lina knew that to reach her goal, she had to be more than just a baker; she had to be a master negotiator. She began striking 'Christmas Pacts' with everyone in her circle

Dad

Funding for candy ingredients

Mrs. Bell

Stall for Summer sales at the weekend market

Mom

Help making the candy balls that Lina will sell

Cousin

Help to sell candy in other neighborhoods

Uncle

Extra funding when needed

Lina's Project Strategy

By trading service for resources, Lina eliminated her overhead. With expenses covered, 100% of her revenue could now flow toward her goal: The Gifts & Shipping

"There's nothing like the smell of a plan coming together!" Lina's mom said with amusement.

They spent the afternoon hand-rolling candyballs, preparing for their big debut at the weekend market. As Lina added ingredients to the mixing bowl, she felt a surge of gratitude.

"I am so lucky to have the support of my family and the help of Mrs. Bell," she thought.

The market days exceeded Lina' s expectations. Customers were drawn to her candy balls, and flavors sold steadily throughout the day.
With every purchase, Lina felt her plan working one sale at a time.

Back home, Lina and her mom carefully counted the earnings from the market.
What started as a simple idea had become a measurable outcome.
Every count brought Lina one step closer to purchasing the gifts on her list.

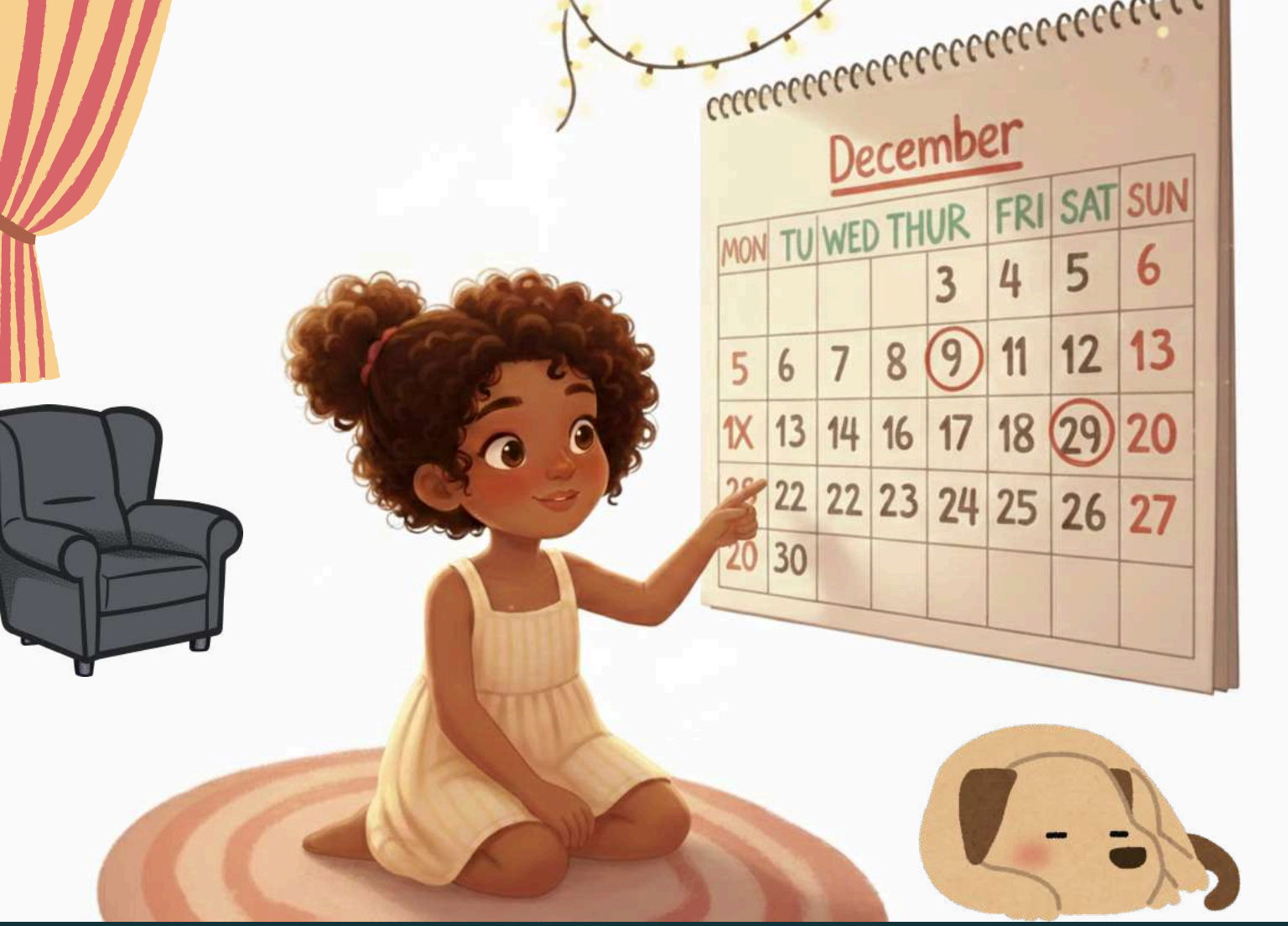
Summer ended.
Winter began.
And Lina's project moved into its next phase.

With her Christmas list in hand and her mom beside her, Lina felt confident.
Her summer sales had paid off, and now it was time to spend thoughtfully, sticking to the budget she had planned.

Hours later, Lina stood ready, gifts in hand, her list complete.

As she handed the packages to Josh, the delivery driver, she felt a quiet sense of accomplishment.

The work was done. Now, all that remained was the wait.



Now came the wait.
As Lina looked at the December calendar, she counted the days, not only until Christmas, but until each package reached its destination.
Her work was complete. The gifts were on their way.

On Christmas Eve, Lina' s family gathered around the table, proud and curious. They wanted to know how successful her summer project had been, how much she earned, how the money was spent, and who would be receiving gifts.

Lina proudly lifted her head and said, “I can answer all your questions. I have all the data.”

To be continued...

Beyond the Story: Lina's Data

Introductory Message:

You are now leaving the storybook and entering the analytics wonder

Explore the SQL queries and find the answers to the questions the family asked around the Christmas table. See exactly how Lina turned a summer dream into a measurable holiday success.

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