

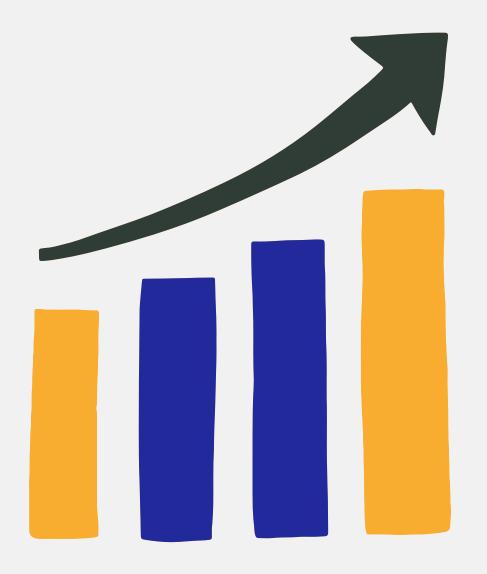
#### **GROUP MEMBERS**

- SARA JAMIL
- MANHA ABDELLAH
- NEHA ALAM
- SHEHLA ASGHAR
- M.HAMZA ALI

# ABOUT GASKINS GREEN AUTOS

- Gaskin Green Autos is a car manufacturing company that uses environment friendly technology.
- The company has hired us to gather, analyze data and provide actionable recommendations.

## OUR GOAL



To explore and analyze the data set at hand to identify potential opportunity and improvement areas.

## **OUR PLAN**



PLAN IDENTIFY STAKEHOLDER

GATHER DATA

PREPARE CLEAN DATA

PREPARE DATA

PROCESS RUN SQL QUERIES

RUN AND COMPILE QUERY RESULTS

ANALZYE IDENTIFY PATTERN, TREND, PREDICTION AND ANOMALY

PREPARE KEY TAKEAWAYS

SHARE MAKE VISUALIZATIONS

SUGGEST RECOMMENDATIONS

**ACT** IMPLEMENT RECOMMENDATION

### WHY THIS DATASET?

• To explore how the financial stability of an individual contributes to a rise or fall in sales accordingly.

#### **DATA DICTIONARY**

## **OUR STAKEHOLDERS**

A stakeholder is an individual who might be interested in the analysis we have performed on our data set.







#### **Automotive industry**

 Automotive business holders

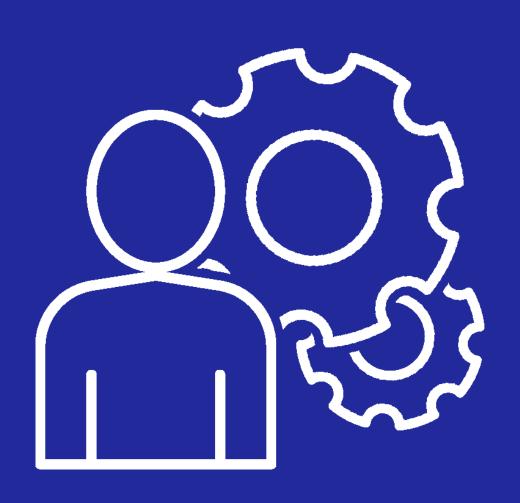
#### Salesperson

The salesperson of an automotive selling organization

#### HR management

 Human Resources who bridge the gap between customer and employee satisfaction

## OUR BUSINESS PROBLEMS





To discover if the annual salaries of customers lead to a better credit ID.



To discover if there is any correlation between credit rating and number of encounter.



To discover any connection between experienced salesperson and their number of successful encounters.

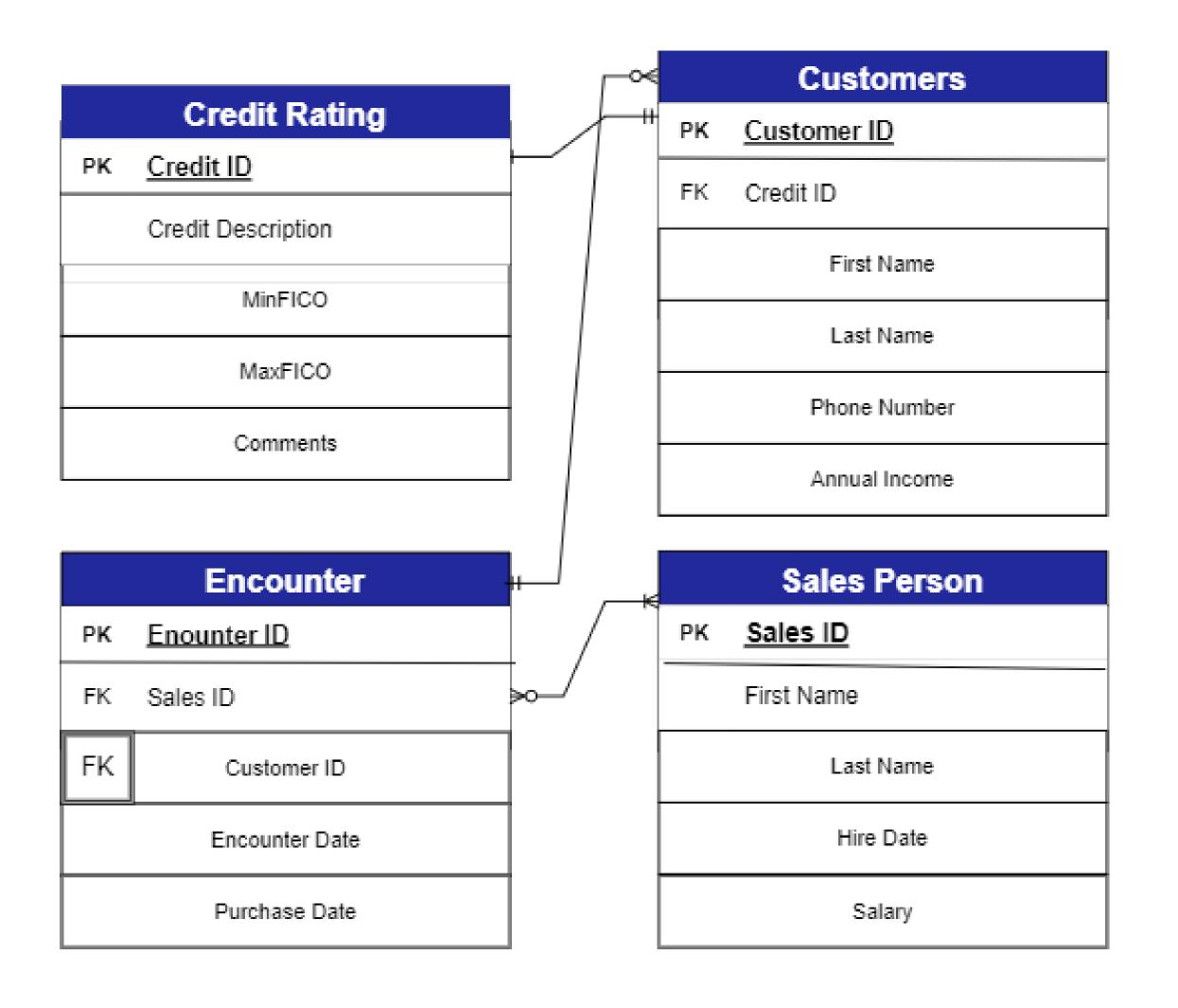


To find a pattern for the number of successful encounters.



To identify the loyal customers for Gaskins.

The analysis is our problems is limited to the month of July.







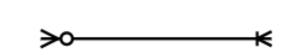
Key



1 to 1



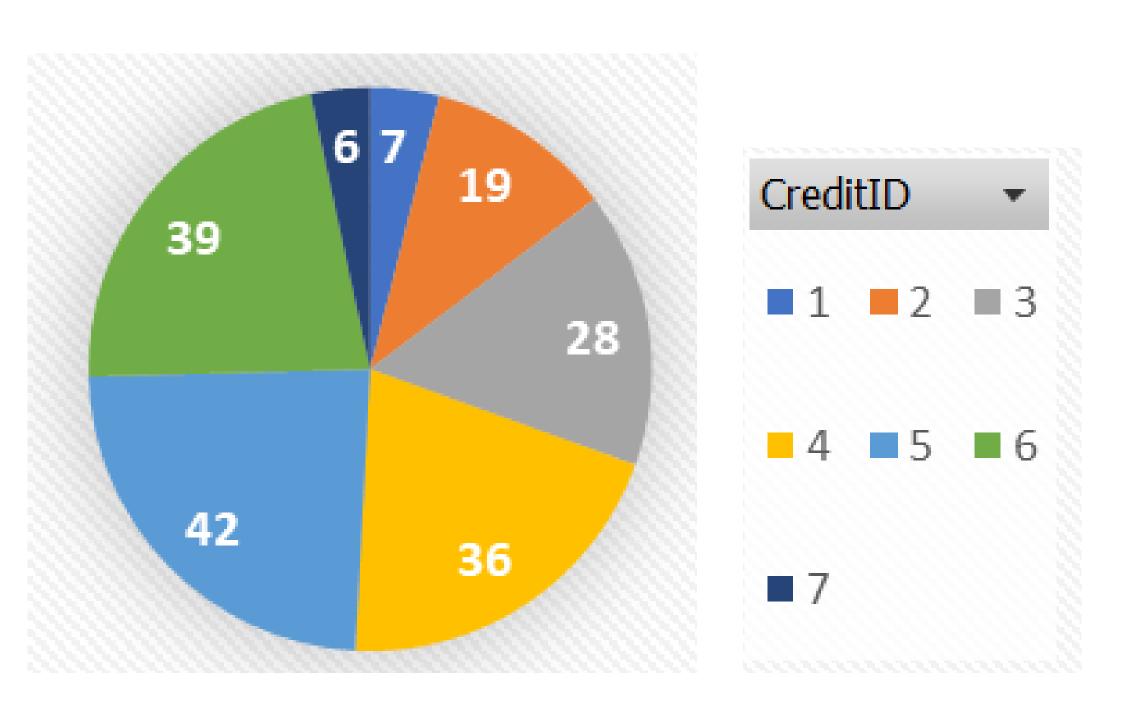
1 mandatory to Many optional



**Many** optional to **Many** mandatory

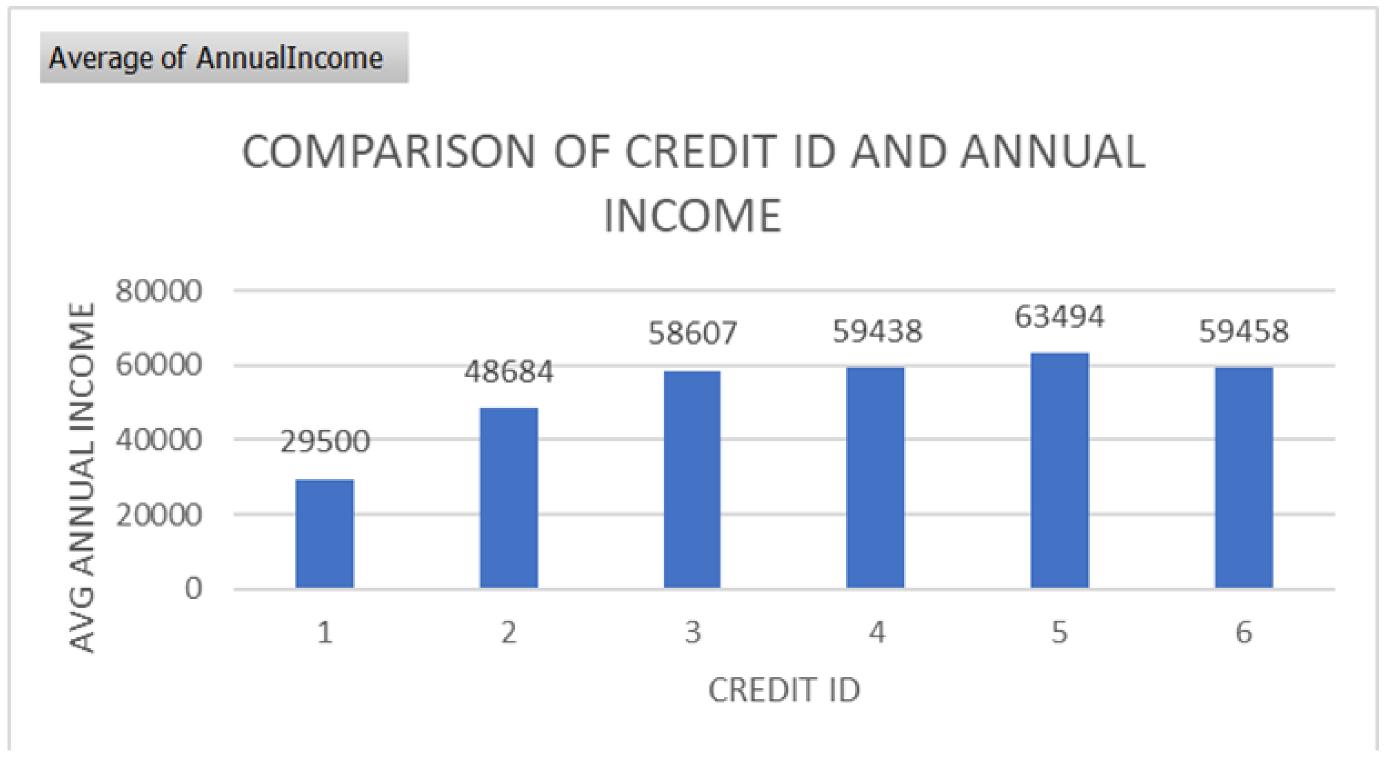
To discover if the annual salaries of customers lead to a better credit ID.

## Number of Customers and Credit ID





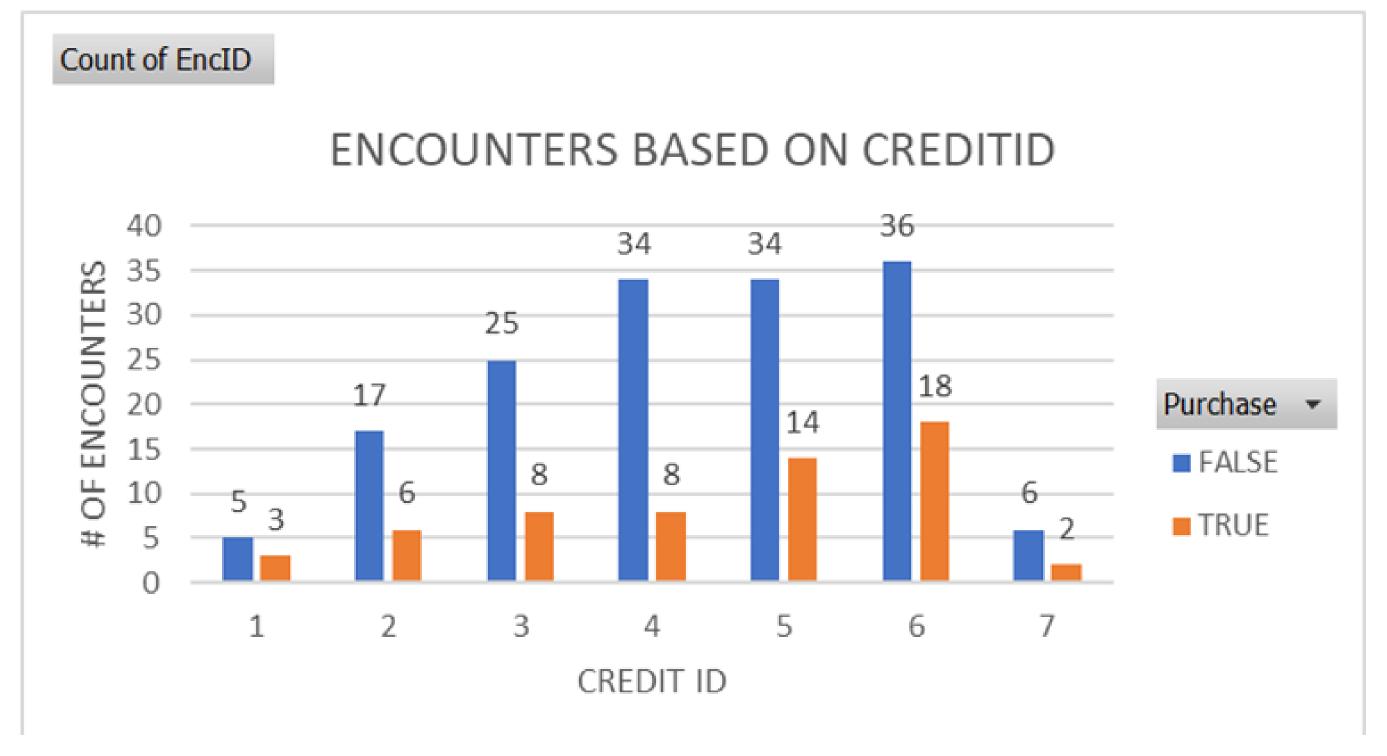
#### To discover if the annual salaries of customers lead to a better credit ID.



The graph elaborates that annual income of customers with higher credit ID is slightly higher. It does not have a significant impact.

To discover if there is any correlation between credit rating and number of encounter

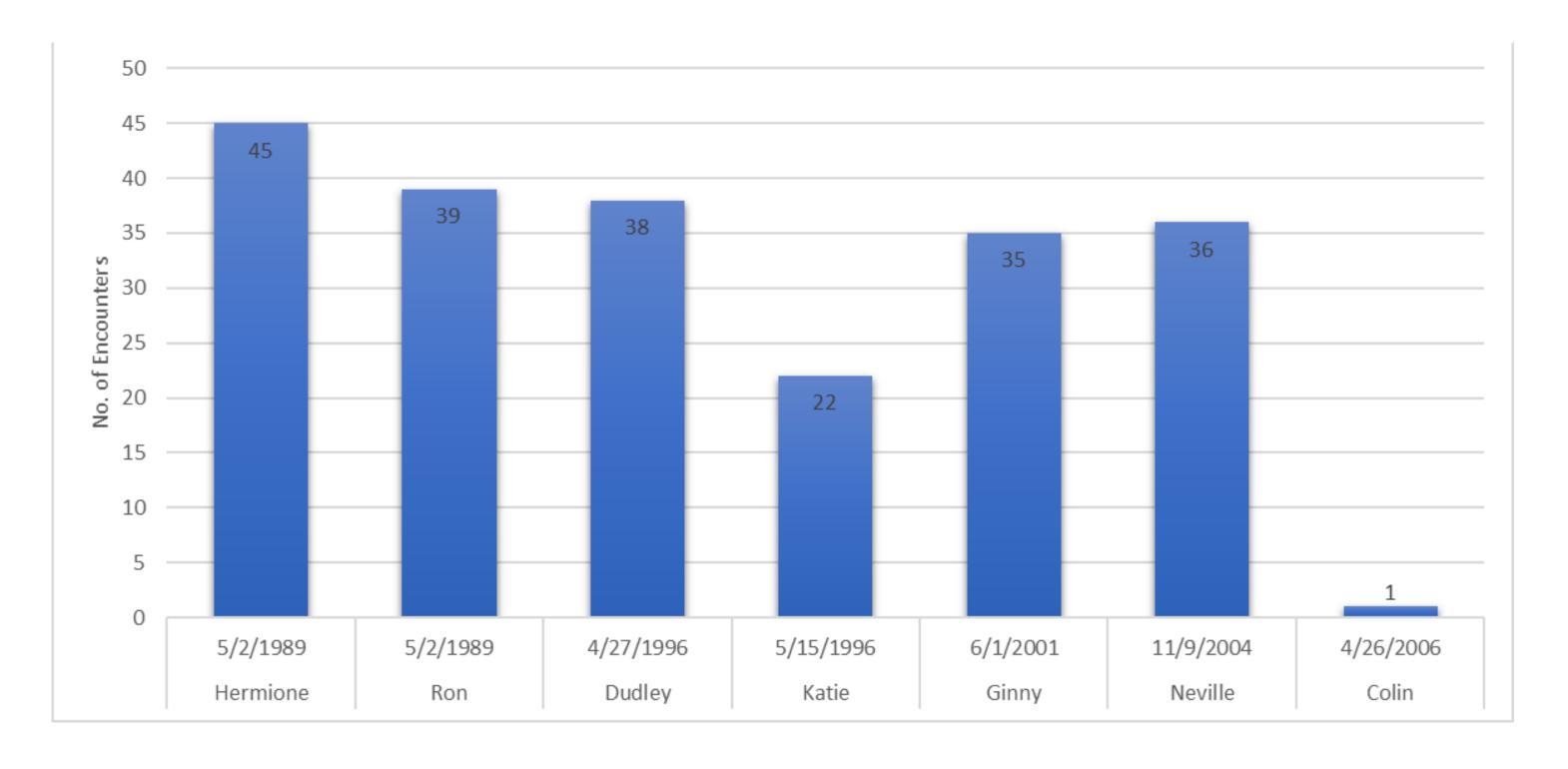
## To discover if there is any correlation between credit rating and number of encounter



Customers with higher credit ID have higher purchases.

To discover any connection between experienced salesperson and their number of successful encounters sales.

## To discover any connection between experienced salesperson and their number of successful encounters sales.



Experienced salesperson have higher number of encounters.

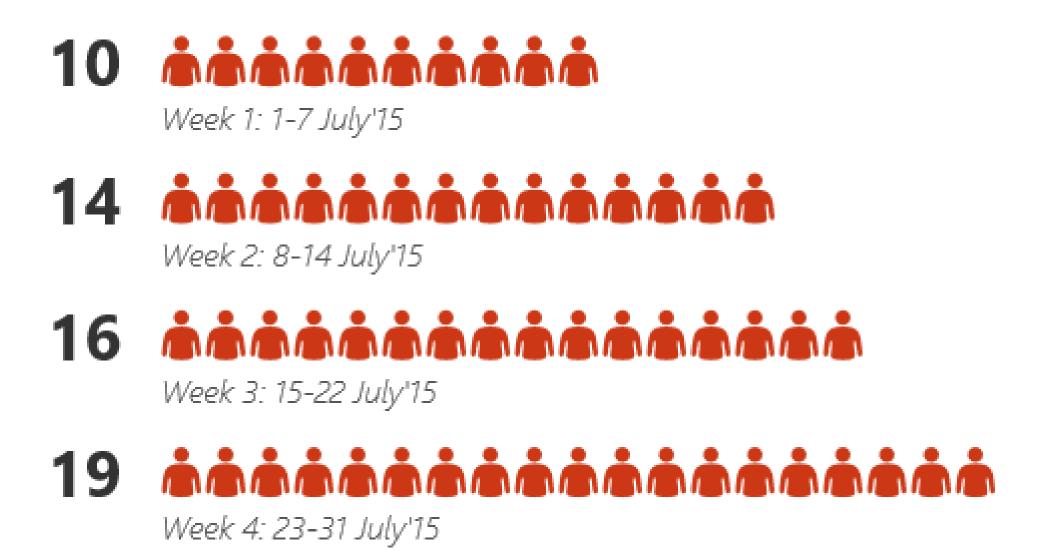


The graph elaborates that number of purchases are higher for experienced salesperson.

Weekly report with respect to encounters

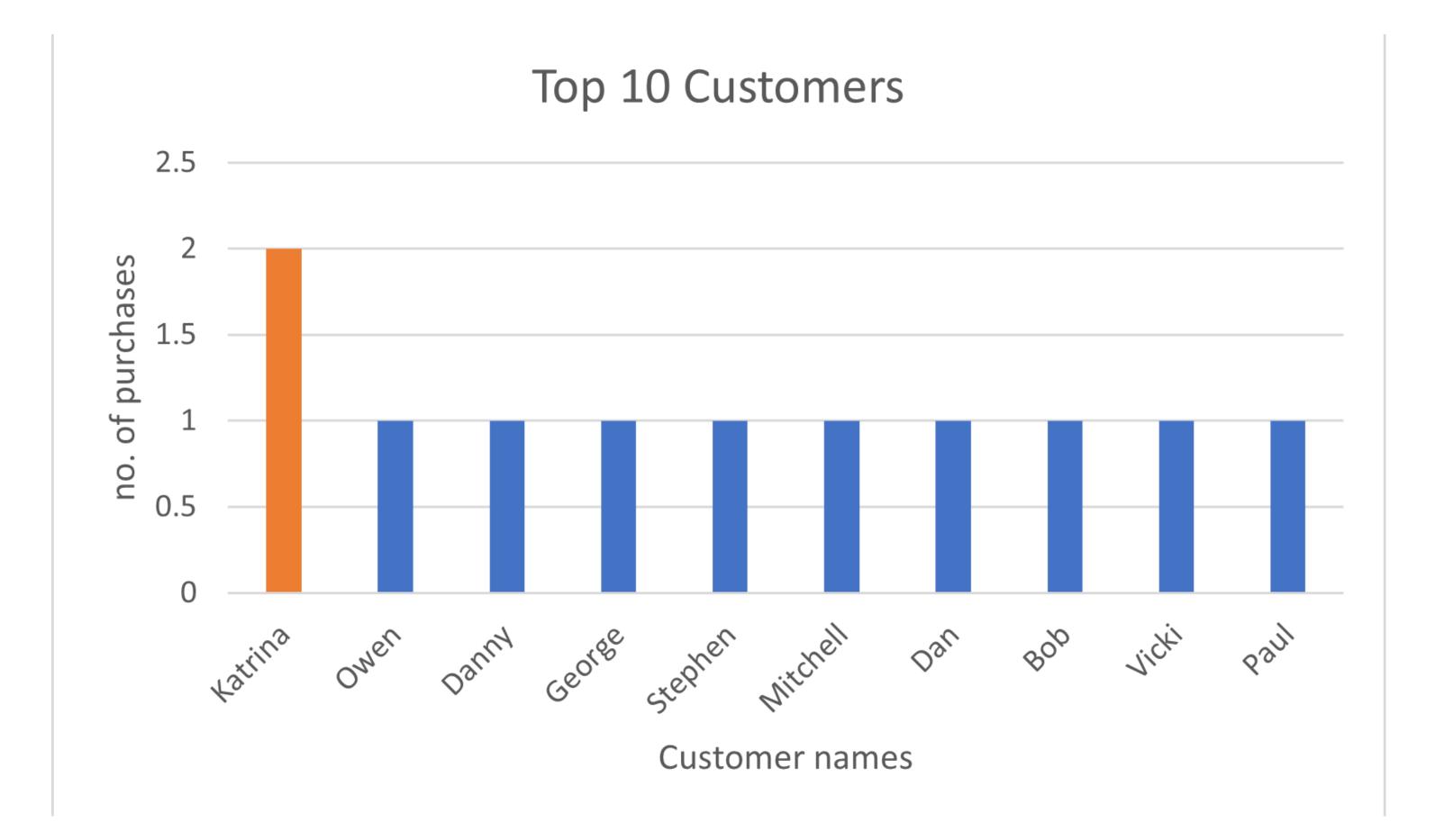
## Weekly report with respect to encounters

## NUMBER OF ENCOUNTER/WEEK



The graph explains a pattern of number of encounters increasing as we progress towards the end of the month.

To identify the loyal customers for Gaskins



The graph explains that Katrina is the only customers with 2 purchases while all of 57 customers in top 10 and beyond only made 1 purchase

## **OUR TAKEAWAYS**

Looking at the analyzed data from the eyes of a data analyst we suggest the following;

#### Each customer is important

- Customer loyalty is crucial
- Treat every visitor as a potential customer to reap good results.

### Salesperson experience

- Experience sales persons have greater true encounters.
- Keeping them engaged through bonuses and incentives that will retain them longer.

#### Weekly report

As the weeks pass each month, the average performance of all employees improves which lead an increase in number of encounters.

## POSSIBLE COURSE OF ACTIONS

• Introduce customer loyalty programs.

 Hold regular training sessions to bridge the gap between veterans and new salespeople.

• Bonus incentives based on a true number of encounters.

• Free consultation sessions for customers at the beginning of the month.

- Follow-ups with old customers to get feedback.
- Long-term relationship with customers of higher credit ID will result into frequent successful encounters.

## Thank you!

