

Name: Aidan Taggart

Project Name: VCFS (Volvo Cars Financial Services) Data Analytics Enhancement

Link to GitHub repository: <https://github.com/NordicNyte/sql-project.git>

Job Description (Selection and Relevance):

- Chosen for its alignment with my analytics expertise and interest in the automotive world.
- Fits my career goals, offering advanced analytics applications in a dynamic sector.

Problem (Proposed Solution's Relevance):

- Aim to enhance customer retention at VCFS using predictive analytics.
- Relevant to the job's focus on data-driven insights for business strategies.
- Feasible with SQL and Tableau.

Data Sources (Integration in Solution):

- API: Intrinio provides a range of real time financial data.
- Web Scraping: Aim to collect data that complements the financial data from forums, review sites, etc. Customer sentiments and discussions can be incredibly important qualitative data that can support quantitative financial data
- These sources are nice to help analyze customer engagement and market standing.

Solution (Methodology):

- Employ SQL for data preparation and analysis.
- Utilize Tableau for interactive, insightful visualizations.
- Create actionable insights surrounding customer satisfaction and retention.