Database Management – Week-8-assignment

**Part 1: SDG Selection and Problem Definition**

**SDG 12: Responsible Consumption and Production**

**Problem Definition:** There is a lack of data-driven decision-making in the production and sales of sustainable cleaning products. Alpha Plus Cleaning Products needs to analyze production efficiency, sales trends, and customer preferences to ensure sustainable growth while minimizing waste and environmental impact.

Excel Analysis: https://docs.google.com/spreadsheets/d/1--2SoRKdCSCtxZ2r8Mbo20Eh4RFriXWW8se2Ab\_2nBI/edit?gid=565481052#gid=565481052

Pitch Dech Link: https://gamma.app/docs/3hux7sr9q3a2vn6?following\_id=5grdmd8zg8te9q5&follow\_on\_start=true