

Analyze Data in a Model Car Database with MySQL Workbench

Project Description:

Mint Classics Company, a retailer of classic model cars and other vehicles, is looking at closing one of their storage facilities. To support a data-based business decision, they are looking for suggestions and recommendations for reorganizing or reducing inventory, while still maintaining timely service to their customers. As a data analyst, you have been asked to use MySQL Workbench to familiarize yourself with the general business by examining the current data.

The Business Task :

- Explore products currently in inventory.
- Determine important factors that may influence inventory reorganization/reduction.
- Provide analytic insights and data-driven recommendations.
- Formulating Recommendations to Address Business Issues.

Guiding Questions :

1. Are there products with high inventory but low sales? How can we optimize the inventory of these products?
2. Are all the warehouses currently in use still necessary? How can we review warehouses with low or inactive inventory?
3. Is there a relationship between product prices and their sales levels? How can price adjustments impact sales?
4. Who are the customers contributing the most to sales? How can we focus sales efforts on these valuable customers?
5. How can sales employee performance be evaluated using sales data?
6. How can customer payment trends be analyzed? What credit risks should be monitored, and how can cash flow be managed?

7. How can the performance of various product lines be compared? Which products are the most successful, and which ones need improvement or removal?

8. How can the company's credit policies be evaluated? Are there customers with credit issues that need to be addressed?

Results :

- Identification of products with High inventory & low sales for inventory optimization.
- Warehouse review for closures of inefficient inventory.
- Recommendations of price adjustments on specific target to boost sales.
- Performance evaluation of sales team for recognition & training.
- Recommendation on improvement for least sales product.
- In-depth evaluation of credit policies to identify the credit issues for the customers.