Graduate References READ ME

You are in the role of a Data Scientist. You will analyze and assist in the following Parts and Steps listed below: In this assignment, you will use the RFM analysis sample scenario and related scripts in weekly resources and SQL Server Management Studio Express to write stored procedures with SQL statements to manipulate (query) the data in the database for business intelligence purposes. Part 1:

Using the SQL scripts for the RFM analysis provided in weekly resources, modify as necessary to create the necessary tables and stored procedures to conduct an RFM analysis using data in the Pets 'n Paws database. Those scripts are located here: <https://github.com/RobBrown7/gradrefs/blob/main/1-RFM-CREATE-RFM_TABLES.sql> <https://github.com/RobBrown7/gradrefs/blob/main/2-RFM-CREATE-SPROCS.sql> <https://github.com/RobBrown7/gradrefs/blob/main/3-RFM-SALES.sql> <https://github.com/RobBrown7/gradrefs/blob/main/4-RUN-RFM.sql> <https://github.com/RobBrown7/gradrefs/blob/main/2-RFM-CREATE-SPROCS.sql>

Describe the process of modifying the scripts for each required RFM analysis element. Include embedded annotated screenshots of the results of each part of the process.; acknowledge understanding and go to next

Part 2: Describe different types of business intelligence acquired based on the spending behavior information in the Pets 'n Paws database as follows.Avoid first and second person narrative. Provide answers to the following business intelligence questions with a clear explanation as to how this insight was determined:

1. Which are your top customers (based on frequency and spending), and what RFM score do they have?
2. Which customers are your bottom customers (based on recency), and what RFM score do they have?
3. Which customers could be called "frequent flyers" and what RFM score do they have?
4. Which customers are your "top spenders" and what RFM score do they have?
5. Assuming a limited marketing budget, which customers should be included in your next marketing campaign?

Length: 5 to 7-page paper, plus 1 zip file of ready-to-execute SQL (.sql) files; acknowledge understanding and go to next

Part 3:

GO TO the Following GitHub Links for references and considerations:

References: Include these scholarly resources: <https://github.com/RobBrown7/gradrefs/blob/main/Significance%20of%20Business%20Intelligence%20System%20on%20Quality%20Decision%20Making.pdf> <https://github.com/RobBrown7/gradrefs/blob/main/RFM-analysis_as_a_tool_for_segmentation_of_high-tech_products_consumers.pdf>

<https://github.com/RobBrown7/gradrefs/blob/main/1-s2.0-S0268401218301701-main.pdf> <https://github.com/RobBrown7/gradrefs/blob/main/1-s2.0-S0167923618300848-main.pdf>

Considerations: PNP Database Structure and all Tables are located here: <https://github.com/RobBrown7/gradrefs/blob/main/Database_PNP_v9_ALL.txt>

Acknowledge understanding and go to next PNP Database Data is located here: <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Category.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Customer.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_CustomerBilling.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_CustomerPayment.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_CustomerShipping.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Inventory.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Orders.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Shipments.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_ShipperShipping.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Shippers.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_ShippingMethod.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Suppliers.txt> <https://github.com/RobBrown7/gradrefs/blob/main/PNP_v9_Transactions.txt>

Part 4:

We will start with Part 1 and Merge the RFM scripts identified into the PNP\_v9 database. The schema is located here: <https://github.com/RobBrown7/gradrefs/blob/main/Database_PNP_v9_ALL.txt>

We will then continue to the remaining RFM Scripts adjusting and merging them into the PNP\_v9 Database.

All Scripts created will be annotated as to their function and reason for utilizing the code generated.

Once you have learned all of the following information return to our discussion and acknowledge understanding. We will then commence with our project.