

The guidelines that you'll receive for this capstone are fairly open ended; it will be up to you to determine the specifics of what your deliverables look like.

Decision-makers at Lariat have a dataset that they want you to use. They have also defined some high-level business objectives that they want to meet, including minimizing costs and maximizing revenue. But they're looking to *you* to derive insights from the rental fleet data and recommend strategies for reaching their goals.

**Requirements**

You're consulting as a data analyst for Lariat. They've hired you to make recommendations about how to make better decisions, which they measure in terms of the costs and revenue generated by their rental car fleet.

They've provided you with raw data in four Excel worksheets in four workbooks (more on this in the next lesson).

They've asked you to produce the following deliverables based on the raw data and the business objectives:

* An Excel model that they can use to make data-informed decisions about their fleet. This should be based on the observed costs and revenue data from their fleet in recent years.
* A PowerPoint deck that provides an analysis of the problem and provides recommendations.
* A live presentation in which you present your findings to a Lariat executive.