



Data Analysis Project

You have been tasked to perform an analysis by your Business Intelligence Manager, Joanne Stevenson. Joanne is interested in creating a presentation to provide insights regarding the products our company, AdventureWorks, is selling. She has given you some hints on what would be useful for her presentation to the CEO.

- Product association: which products are usually sold together?
- Geography: should we focus our sales effort in a specific area?
- Dead products: do we have products that are rarely sold, and we should discontinue?
- Customers: I think we should start rewarding our best customers. What are their characteristics and what shall we offer them?

Treat the above as a starting point. Think outside the box and provide your ideas of insights as well on top of what Joanne has asked you. Base your arguments on the data. Provide a short explanation of your thinking why your suggestions can bring business results.

You are expected to use the data in the database we have provided you, using the credentials assigned to you. You can use both Excel and SQL, whichever you prefer to conduct your analysis.

You can work in groups if you want to, but you are expected to submit a .zip file **individually** that contains your own work:

- Excel file and/or SQL scripts
- Word document (about 500 words) or a PowerPoint presentation

Submit your work findings via e-mail to kiriaki@curiousiq.org, no later than **Wednesday 20th April 23:59**.