

# Adventure Works

Business Intelligence

# Basic Idea of Project

- As an outside consultant, work through a data warehouse and find problem areas and propose future solutions and goals for the company.
- Provide a business intelligence dashboard for easy data referencing.

# Sources

- <https://docs.microsoft.com/en-us/sql/samples/adventureworks-install-configure?view=sql-server-ver15&tabs=ssms>
- AdventureWorksDW2017.bak
- Stored as a SQL database
- The AdventureWorks Database supports a fictitious, yet fully featured, multinational manufacturing company called “Adventure Works Cycles”

# Overall Problems

- “Clean” database by reducing the number of tables to relevant ones for analysis.
- Help the newish company maintain strong growth by eliminating costs and focusing on money making areas.
- Provide some KPIs for the company to track year to year changes.

# Overall Goals

- Design an impactful dashboard that makes the company's goals and KPIs clear and show how the data has changed over time.
- Show where the company is gaining / losing money.
- Create a customer profile
- Make future predictions based on market trends.