# Data Analysis Project Example

## Data Analyst: David Sawyers

## Client/Sponsor: Tesla Inc.

## Purpose:

*Write a brief description of why this project is happening below. Why is this project happening? What are the goals?*

*The goal of this project is to determine which of the 3 models (3, Y, & X) do middle income ($50-$100k) Americans prefer. The project will review the month of January-March sales in 2024 and cross compare the income of individuals that purchased one of these car models to determine which income bracket will most likely purchase a model 3, Y, or X. Each model will come with the targeted income bracket and amount of potential customers.*

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

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| --- | --- |
| Activity | Description |
| Data Collection | Collect data from the financial system on Models sold and income of individuals who purchased the cars. |
| Identify congestion causes | Compare total cars sold of each model to income in the following income brackets: $50k-$70k, $71k-$90k, & $91k+. |
| Create congestion relief recommendations | Based on the data, recommendations will be presented to which income the sales team should be targeting for each model to improve which model fits the income bracket. |
| Delivery of Final Report | Provide the end results to management for review of the data analysis to improve sales for the model 3, Y, and X. |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* This project will not compare competitor cars in comparison markets to each model.
* No data prior to or after the selected months will be in this project or its findings/reports.
* Data will only be collected for these 3 models and no other models.

## Deliverables:

*A specific list of things that your project will deliver.*

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| --- | --- |
| Deliverable | Description/ Details |
| Comparison Analysis Report | A report that compares all data of the models with visuals. |
| Recommendations of models to incomes | Recommendations of which model to target which income bracket. |
| Final Report | A final report that details what income bracket bought which car, which month had the highest purchase for each model, the type of financing or purchase method of the buyer, and how long it took to get the car to the buyer. |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

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| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Data Review* | *4/1/24* | *Review of all data sources from financial system to be completed* |
| *Data analysis* | *4/10/24* | *Initial data analysis completed* |
| *Recommendations list* | *4/20/24* | *List of recommendations for each car model, including targeted audience, amount of cars sold to selected target audience, and recommendations of type of financial processing for the models for their targeted audience.* |
| *Final report* | *4/30/24* | *Final report detailing all work, analysis, methodologies, and findings.* |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

Apr 30, 2024