##### Project Plan

**Mission Statement:**

The primary objective of this project is to extract the data from the database and gain insights into the key factors contributing to Internet Sales in 2022 and 2023. We will explore various aspects such as Customer trends and patterns, product optimization, Sales metrics, and measurements by leveraging data analytics and analysis techniques. This will enable us to understand the current state of sales and budget of the Company.

**The Strategic Goal of the Project:**

The project aims to identify key factors contributing to the extraction using SQL and the analysis aims to:

* Allocate the budget strategically across different sales initiatives based on their potential impact and expected return. This involves identifying Internet sales, creating reports visually, and providing the results strategically.
* The project involves closely monitoring sales performance and budget utilization to identify deviations or inefficiencies.

**Data Sets:**

For the project, we will be extracting the relevant datasets by using SQL queries on the database:

* Determine the specific data elements that we need to extract from the database. This could include customer information, internet sales data, and product details.
* Identify the relationships between the tables that contain the relevant information and join the tables to retrieve the desired information.
* Determine the queries based on the data requirements and ensure they retrieve expected results.
* Optimize SQL queries to improve the performance and efficiency of the data.
* **Database to be used:**

It is common to use large datasets and conduct secondary data analysis. The size of the database depends on the number of records and variables. We are working on the following database:

<https://learn.microsoft.com/en-us/sql/samples/adventureworks-install-configure?view=sql-server-ver15&tabs=ssms>

##### ****Business Plan:****

An outline of the business plan for the project to gain insights:

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| --- | --- | --- | --- |
| ****S No.**** | ****Demand**** | ****User value**** | ****Acceptance Criteria**** |
| ****1**** | ****To get relevant data from the database**** | ****Can extract desired datasets required for analysis**** | ****By using the SQL Server Management tool**** |
| ****2**** | ****To get a dashboard overview of Internet sales**** | ****By Analyzing sales based on customers and products**** | ****A Microsoft Power BI dashboard that updates the data**** |
| ****3**** | ****A detailed overview of Internet sales per customer**** | ****Get a record of the customers that buy most and can buy more in the future**** | ****A Microsoft Power BI which allows to filter the data of each customer**** |
| ****4**** | ****A detailed overview of Internet sales per product**** | ****Get a record of the products that sell the most**** | ****A Microsoft Power BI allows to filtering of the data for each product**** |
| ****5**** | ****A dashboard overview of Internet sales with a budget**** | ****Determine sales overtime against the budget**** | ****A Power BI dashboard**** |