# Overview of the Assignment:

The term project work starts with choosing a topic and finding some data sources that will help answer some questions about that topic.

Whatever you are interested in, explore it!

**Part 1**: Are you working on your own or with a partner? If with a partner, provide their name. If on your own, just state that this is the case.

I am working alone on this project.

**Part 2**: Determine the project scope

* In a short paragraph, describe the topic you wish to explore

The topic I wish to explore for my data warehouse project is the management of Parts Unlimited's EV parts business. This topic was inspired by "The Unicorn Project," which describes the challenges and opportunities of digital transformation in a large organization. Specifically, I plan to focus on storing and analyzing data related to charging stations, EV product price lists, EV car information, and EV customer data, such as their geographic location, the model of the car they own, and location data. Parts Unlimited already sells EV parts, and my goal is to improve the organization's data management, reporting, and analysis capabilities related to this business.

* Determine three to five business questions that your data warehouse will answer.

**Q1- Is there a correlation between the number of EV charging stations in a particular area, the number of EV cars registered in that area, and the time period in which they were registered? And if so, how can we use this information to optimize our expansion strategy and better serve our customers over time?**

The departments that would be interested in this question are the business development team, marketing team, and operations team. The business development team would be interested in using this information to plan and prioritize their expansion strategy for EV parts and charging station installations. The marketing team can use this information to tailor their marketing campaigns and promotions to specific regions. The operations team can use this information to plan and optimize the allocation of resources for the expansion and maintenance of the EV parts business and charging stations.

**Q2:What is the current range of EV parts manufacturers and their product offerings that Parts Unlimited is working with, and how can this information be leveraged to optimize their product mix and pricing strategy for increased revenue in the growing EV market? Additionally, how has this range of manufacturers and their product offerings evolved over time, and what trends can be identified for future business planning?**

This information can be useful for multiple departments within Parts Unlimited, including the procurement department, product management team, sales and marketing team, and the finance department.

**Q3-How does the popularity of different EV models and plug types vary by geographic region, and how can Parts Unlimited use this information to target their marketing and sales efforts?**

The marketing and sales department can use the information to target their efforts more effectively. For example, if a certain geographic region shows a higher preference for a particular EV model or plug type, the marketing and sales team can focus their promotional activities and campaigns in that region to increase sales. They can also use this information to tailor their messaging and product offerings to better meet the needs and preferences of customers in each region.

**Q4-What is the relationship between the location and price of existing EV charging stations over time, and how can this information be used to determine the feasibility of adding new charging stations in the vicinity of Parts Unlimited's stores in partnership with companies like Tesla? Additionally, how can this information be leveraged to increase revenue and customer convenience?**

Parts Unlimited is considering providing EV charging stations as a new service. Therefore the Research and Development team wants to know if there is a relationship between price and location. This information can provide insights into the cost and demand for EV charging stations in different locations and inform the decision on where to install new stations.

**Q5-What are the most popular types of EV charging plugs for different model years, and how have these trends changed over time? How can Parts Unlimited leverage this information to ensure that they stock the appropriate parts for EV charging stations and stay ahead of industry trends?**

**Part 3:** Data Sources

* Provide two data sources you will be using, for each data source list the number or columns and rows that are in each data source. Provide a header and first 5 rows from each source.
* What is the URL or location of the data?
* What information does this data provide that will help answer one or more of the above questions?
* Do you see any issues in the data that will require transformation.



Project scoping is graded based on the following:

1 – On track, 0-Off track, .5 – partially on track