

OPC Corporate Back Brief

A background image showing a group of business professionals in an office setting. A man in a dark suit and striped tie is on the left, holding a white coffee cup. A woman in a dark blazer is on the right, holding a smartphone. In the foreground, a hand points at a tablet displaying a document with circular diagrams. Another hand holds a smartphone, and a white coffee cup is visible on the right.

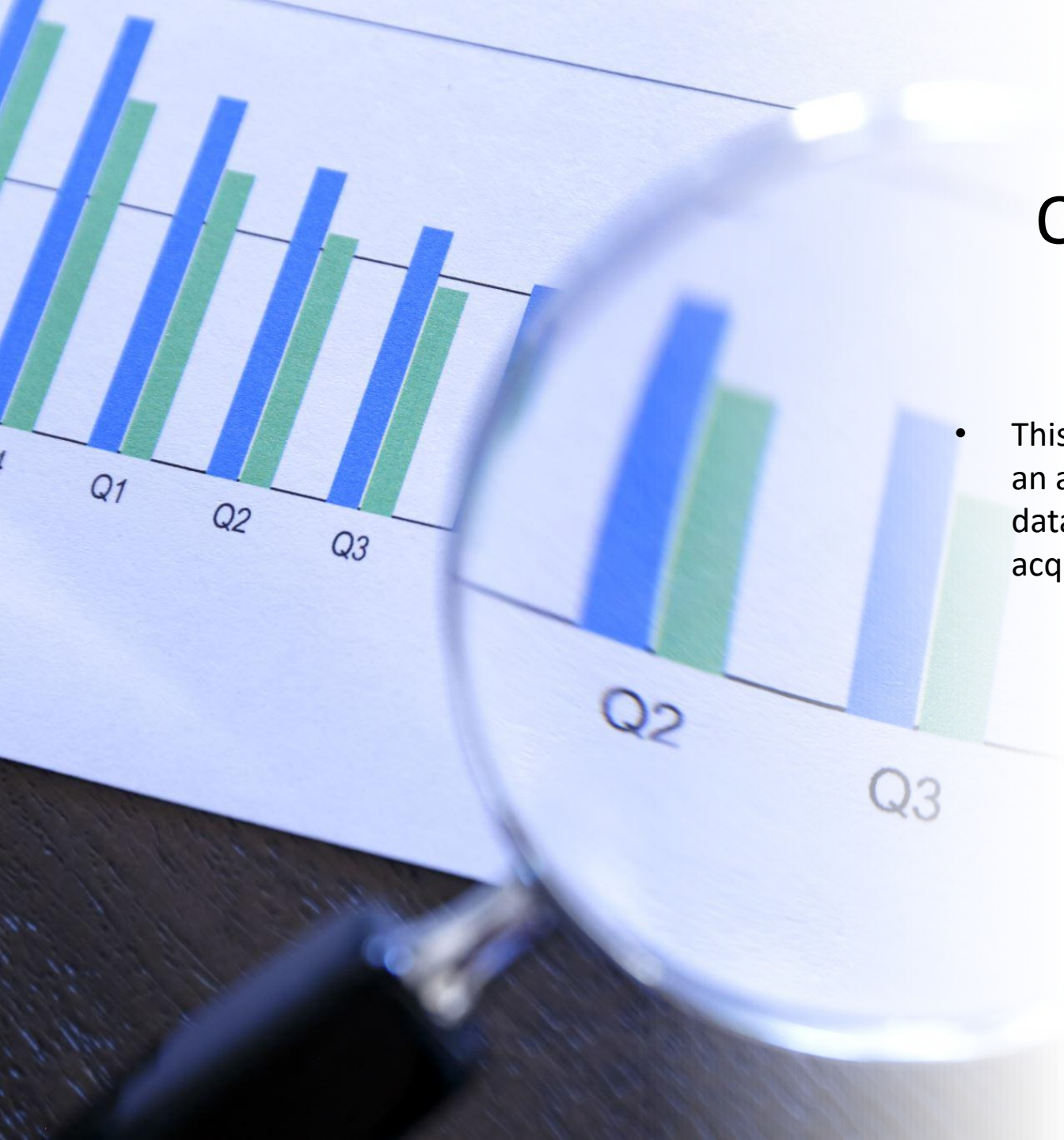
Analyzing the Acquisition of Ord Cycles

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Overview

- This presentation provides an analysis of OPC's sales data and evaluates the acquisition of Ord Cycles.



Introduction to Relational Databases and PostgreSQL

- Relational databases organize data into tables, allowing for efficient querying. PostgreSQL is an open-source, powerful database system that supports SQL querying.

OPC Data Overview

- The dataset consists of 2,600 transactions of boutique mountain bike sales over 20 years, encompassing various attributes about products and customers.

BASIC SQL Coding Principles

- SQL is used to manipulate and query data. Key commands include SELECT, FROM, WHERE, GROUP BY, and JOIN.

Building the Database

- Data was cleaned and structured in PostgreSQL, allowing for better management and analysis.

Working with Data in PostgreSQL

- PostgreSQL offers various functionalities to handle data efficiently, including data integrity checks and transaction management.


Intermediate SQL Functions

- Functions such as JOIN, GROUP BY, and aggregations help in performing complex queries on the dataset.




Advanced SQL Functions

- Advanced functions include window functions, subqueries, and CTEs for more sophisticated data analysis.



Query Optimization

- Optimizing queries improves performance. Techniques include indexing, efficient use of JOINS, and proper data types.
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Key Findings

- Sales performance indicates a significant contribution from mountain bikes, with total sales of \$5.6 million and 1,177 orders from 2010-2018.

Sales Performance

- Mountain bike sales reached \$778,747.60, with 220 units sold, highlighting a key revenue stream for OPC.



Warehouse Utilization

- Analysis shows that existing warehouses can meet anticipated demand based on current sales data.

Product Demand Analysis

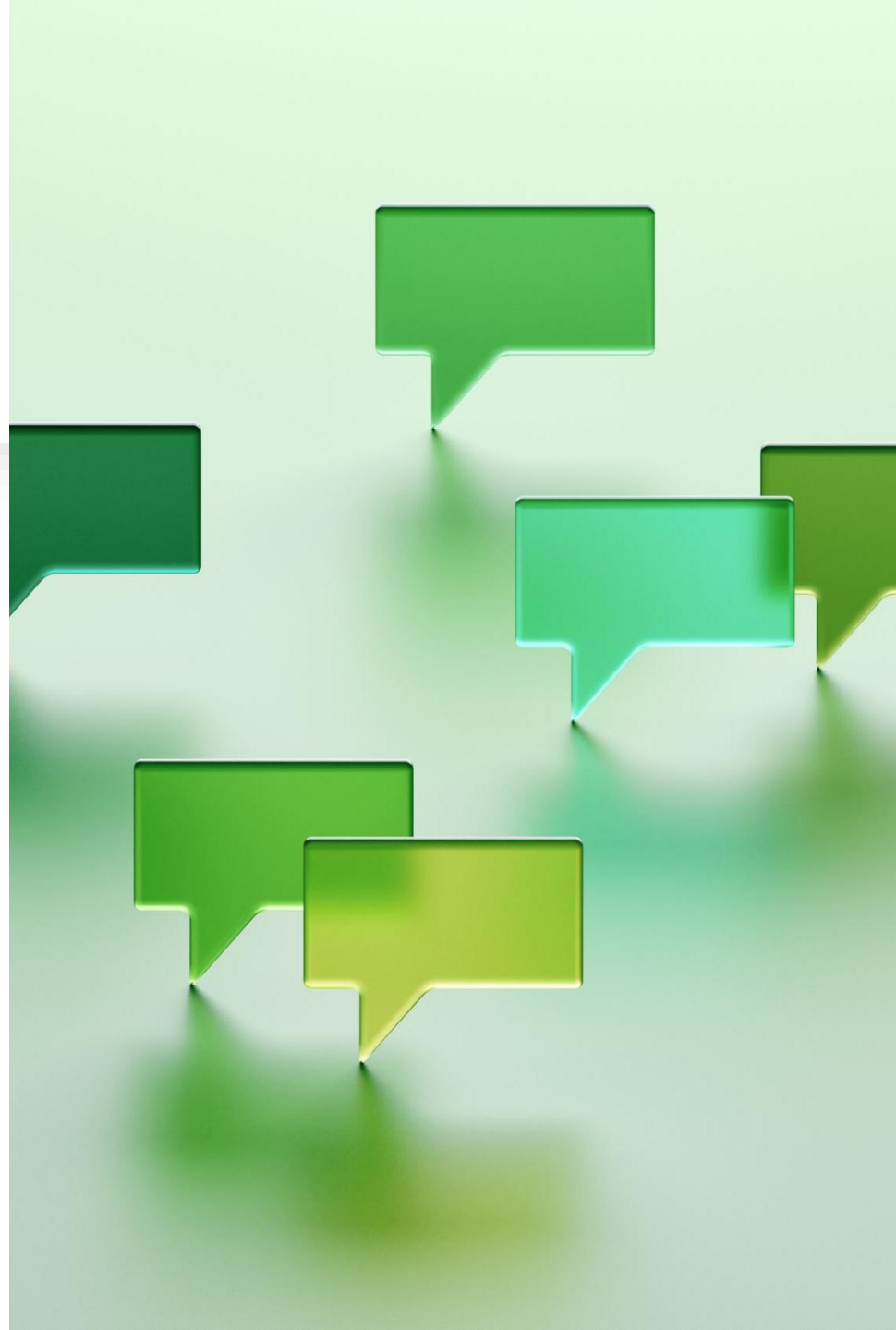
- Top models identified include Occam, Troy, and Process 153, guiding potential future offerings from Ord Cycles.

Lessons Learned

- Understanding the data structure and SQL querying is essential for effective data analysis. Identifying key trends and patterns in sales data is crucial.

Recommendations

- Proceed with the acquisition of Ord Cycles, focusing on aligning product offerings with customer preferences.



Acquisition Strategy

- Develop a phased integration plan for Ord Cycles to ensure a smooth transition and alignment with market demands.

Data Utilization

- Leverage advanced analytics and reporting tools in PostgreSQL for ongoing monitoring and strategy adjustment.

Sources

Data sourced from internal OPC records and SQL queries conducted throughout the analysis.
