Project 3: My Community - Create SMPS Document

What?

Create a prototype about how Check City is doing with customer retention.

Why?

This request comes from the owner of the company Todd Charles . Check City has been struggling with figuring out how to best retain customers. Since the pandemic, they have seen a decrease of customer retention during summer time and also during the holidays, which were the peak times before. Also, they have been trying to give incentives to existing customers to keep them in business and also bring referrals. They would like to know which stores are the ones that have more revenue and a higher amount of customer retention. They want to know that so that they can know how to distribute their resources correctly so that the company can continue growing.

How?

Key Business Intelligence Components
● A dashboard that management could access online to make better management decisions that will benefit the company.

Tools:
● SQL Server 2017 as the backend database .
● Microsoft SQL Server Management Studio for backend and middle tier development.
● Microsoft Power BI for the dashboard
● Microsoft Office 365 applications.
● Github for code repository.

Data:
● Integrate data from all the Check City stores about customer retention and revenue.
● Integrate data from online customer surveys.

Action:
● Look through the data and organize it into tables.
● Make sure that the tables are relational databases.
● Determine the foreign and primary keys for each table.
● Use JOINS and other clauses to combine rows from different tables.