

Goal > Objective > Strategy > Tactic

Strategy > Model > Process > System

What?

Build a data analysis of the company's last two years numbers and deliverables on Consumer's loans.

Why?

This request comes from Mary Jones, the Project Manager from Deseret First National Bank.

We understand that the goal with this work is to determine with conclusive data the outcome of consumer loans taken out in the last 24 months. The objective is not only to provide numbers with the amount of loans generated but also identify the geographic areas where more investment might be needed. As we analyze the data from branches and they're most successful products we will be able to identify employees and their commitment to certain products and well learn of outcomes that we wish to prolong and extend to our branches across the country.

How?

Data

- Create a DFNB data warehouse
- Integrate data from the stg tables
- Analyze data and provide desired outcome
- Analyzing Data from STG_P1 table

Tools

- SQL Server database
- SQL Server Management Studio for development
- GitHub
- Tableau
- Excel

