**Executive Summary**

Overview:

This project analyses sales data from a scale model car company to extract actionable business insights. By utilizing SQL, the goal is to identify key products, customer segments, and offer recommendations for marketing and inventory prioritization.

Objective:

To analyse sales, customer data, and car model performance to guide business decisions such as marketing spend, inventory management, and customer targeting strategies.

**Business Objectives**

Identify top-selling car models and low-inventory products.

Segment customers based on their lifetime value (CLV) to optimize marketing efforts.

Generate actionable insights to optimize inventory, increase sales, and improve marketing effectiveness.

**Scope of the Project**

Data Sources:

Sales transactions, customer demographics, car model details, and salespersons' data.

Key Metrics to Analyse:

Total sales by car model.

Number of purchases by customers.

Customer lifetime value (CLV).

Deliverables:

Data cleaned and aggregated in SQL.

Customer segmentation based on CLV.

Data-driven recommendations for product prioritization and marketing strategies.

**Requirements**

Functional Requirements:

Extract sales data using SQL queries (joins, subqueries, CTEs).

Calculate and segment customers based on CLV.

Provide recommendations for marketing spend and inventory prioritization.

Non-Functional Requirements:

Queries should run efficiently on large datasets (1 million+ rows).

Outputs should be in an easily accessible format (e.g., CSV, reports).

**Stakeholders**

Business Analyst: Rakshitha

Sales & Marketing Team:-

IT/Data Team: -

**Assumptions and Constraints**

Assumptions:

All relevant data is available and accurate.

SQL queries can handle large data efficiently.

Constraints:

Limited data available for customer demographics (only basic details like name, not location or behaviour).

Analysis will focus only on the car sales data.