

**DAMG 6210- FINAL PROJECT**  
**GROUP 3**  
**Project Topic and Objective**

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## **Project Topic: Lexus Customer Master Database (LCM Database)**

### **Mission Statement:**

Our Mission is to provide a 360-degree view of a customer-centric database in Lexus' luxury automotive landscape. This would provide creative insights for the manufacturer and dealers to provide an esteemed customer experience conjointly boosting commerce for both.

### **Project Objective:**

The objective of this project is to provide a dextrous, scalable and secured database solution that will help achieve the following directives,

1. Streamline data management,
2. Enhanced customer experience,
3. Supply chain Optimization, and
4. Data warehousing.

Accomplishing the aforementioned directives would endorse the organization's principles to provide a tailored experience for the customer and also provide an efficacious solution to amplify business.