1. Sarah Nguyen
2. SQL Project - WW RCC Business Operations Analyst
3. https://github.com/sarahnguyen1609/sql-project.git
4. I am interested in this job because not only it is related to what I am majoring in right now, but also because of its emphasis on data-driven decision-making, cross-functional collaboration, and operational impact at scale. Also, Apple is a big tech company that I always dream of working here. I have always been interested in consultants, and this job ideally requires me to use data and quantitative techniques to provide insights and recommendations to drive operational performance improvement. I selected the job because it aligns with my interests, which include operations and analytics. I have worked with operations for a while now, and I enjoy the process of collecting data and converting it into insights to provide a recommendation to improve operations.
5. The project I propose is improving operational efficiency and strategic decision-making to support business reviews, optimize staffing strategies, and enhance customer experience. This problem is highly relevant to the WW RCC Business Operations Analyst role at Apple, which requires candidates to leverage data analytics to support strategic decisions, operational planning, and performance management. SQL is ideal because the data you store can be easily queried and important historical performance data can be searched, figured, and A/B tested by trending staffing impacts. As a visualization tool, Excel or Tableau allows stakeholders to easily grasp even the most complex performance metrics and respond to data-informed insights.
6. Data Source:

- https://economicgraph.linkedin.com/ (API)

- https://www.glassdoor.com/developer/salariesApiActions.htm (API)

7. To solve the issue of increasing operational efficiency and strategic decision-making for Apple's WW RCC operation, I will utilize SQL to evaluate internal performance data in terms of demand, staffing levels, and quality metrics, using data from the external job market collected through API. They will use trend analysis performed via time series and window functions in SQL queries, forecast future performance targets, and run A/B tests to verify the ROI and customer experience implications of alternative staffing strategies. Interactive Tableau dashboards leveraging insight from these insights will be able to visualize real-time KPI tracking, forecast comparisons, and A/B-test results. A combination of these approaches will help businesses conduct data-driven business reviews and help the leadership drive better strategic decisions.