Executive Summary

Analyze Data in a Model Car Database with MySQL Workbench

Problem:

Mint Classics Company, a retailer of classic model cars and other vehicles, is looking at closing one of their storage facilities. However, they want to make sure that they can still maintain timely service to their customers, such as shipping a product to a customer within 24 hours of the order being placed.

Objectives:

Enhance Mint Classics' operations using data-driven insights.

Key points:

- Identify products with excess inventory and optimize warehouse usage to reduce costs and improve efficiency.
- Adjust pricing strategies to increase sales and profitability.
- Recognize valuable customers and evaluate sales team performance to drive efficiency and improve customer satisfaction.
- Analyze payment trends and assess product lines to improve cash flow management and optimize the product portfolio.
- Review credit policies to mitigate risk and protect the company's bottom line.

Solution:

- Identify products with high inventory and low sales for inventory optimization.
- Review warehouses for consolidation or closure of inefficient warehouses.
- Develop recommendations for price adjustments on specific products to boost sales.
- Identify valuable customers who require special attention in sales efforts.
- Evaluate the performance of sales team members for appropriate recognition and training.
- Monitor and follow up with customers with poor payment trends.
- Recommend product improvements for less successful items.
- Conduct an in-depth evaluation of company credit policies to identify customers with credit issues that need addressing.

Recommendation:

- Implement recommendations to optimize inventory.
- Review warehouses and take necessary consolidation steps.
- Adjust product prices based on recommendations.
- Develop more focused sales strategies for valuable customers.
- Provide training and support for employees in need of sales performance improvement.
- Manage cash flow carefully and in line with customer payment trends.
- Make product enhancements based on product line performance evaluation.
- Update company credit policies and implement more effective credit risk management.