Summer McGrogan

Professor Lontok

AIMS 4715-01

March 19, 2020

Project Proposal

GitHub link: <https://github.com/smcgrogan/SQL_Project>

Why did you select this job?

I selected a Data Science Analyst job at Impossible Foods, because I want to work for a company that aligns with my values, and I want to do something that I know will allow me to do something I believe is good. I am an avid environmentalist and I want to work for a company that feels the same way. I have done extensive research on Impossible Foods and I know that my beliefs align with this company’s. Also, I am majoring in the exact field as their job posting is, and I have almost every qualification this posting requires.

The problem you plan to solve / How you plan to solve the problem

Impossible Foods is looking for someone to find data, look for patterns in the data, and analyze those patterns in a user-friendly way. They would also like someone to build “small data-driven applications to improve efficiency.” I plan to solve the problem of efficiency within Impossible Foods’ data analysis system. To solve the aforementioned problem, I am going to build a small, SQL-driven application to analyze customer data. I am going to try to find data on customer satisfaction for all fake-meat companies and analyze those results based on the demographics; this will allow Impossible Foods to focus (marketing, deeper analysis) on specific demographics they want to capture.