

# Conclusion

Great work!

As a cloud data analyst at TheLook eCommerce, you have successfully provided the data needed for the marketing team to launch the first phase of an exciting ad campaign that promotes swimwear products featuring NCAA basketball players.

By exploring and filtering the tables in **thelook\_gcda** dataset, you obtained the information on swim products sold in June 2023.

You also filtered tables in the **ncaa\_basketball** public dataset to retrieve information about the highest scoring basketball players.

With this information, the marketing team will be able to make informed decisions about which swimwear products they should feature in the ad campaign and the high-performing players they should invite to model their product.

You're well on your way to using powerful tools in the cloud to analyze data. Well done!

## End your lab

Before you **end the lab**, make sure you're satisfied that you've completed all the tasks. When you're ready, click **End Lab** and then click **Submit**.

Ending the lab will remove your access to the lab environment, and you won't be able to access the work you've completed in it again.