

1. Which Brand has the highest sales amount and highest sales quantity ?

Total Sales
26.43M

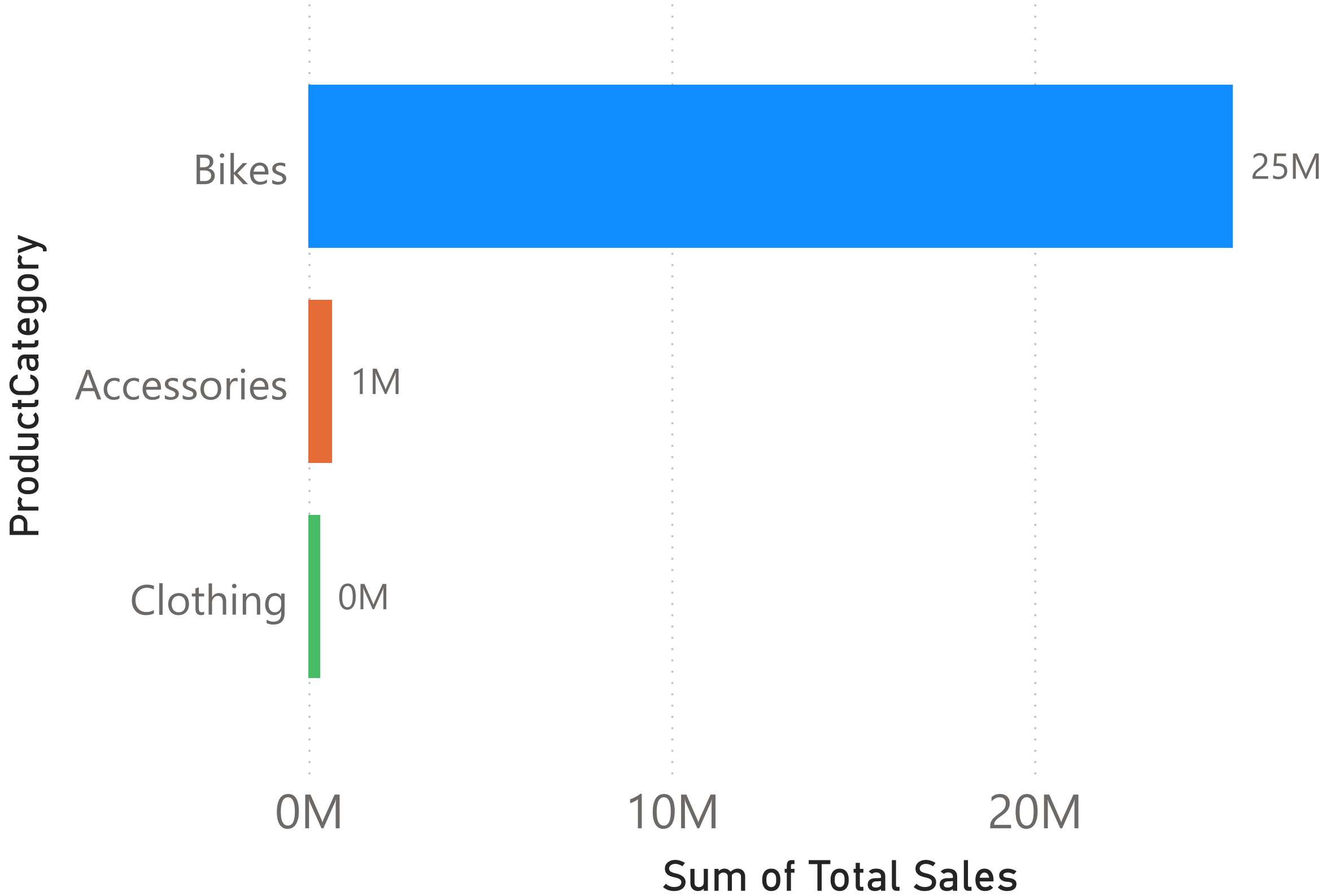
Product Category
Accessories

Sum of Profit
12.08M

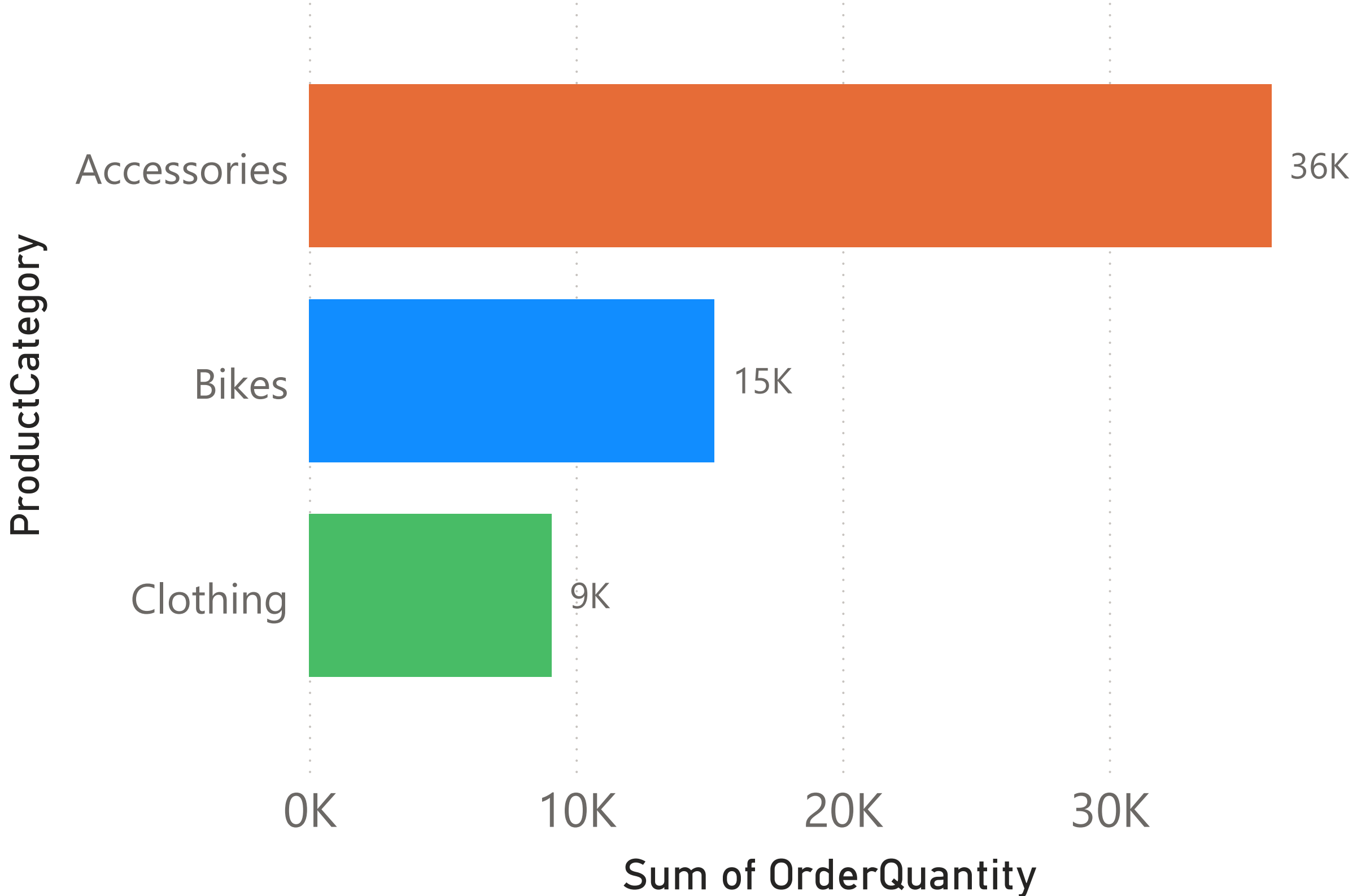
Product Category
Accessories

Order Quantity
60K

Sum of Total Sales by ProductCategory



Sum of OrderQuantity by ProductCategory



2.What is the name and Gender of the Customer who spent the most money with us ?

Name

Gender

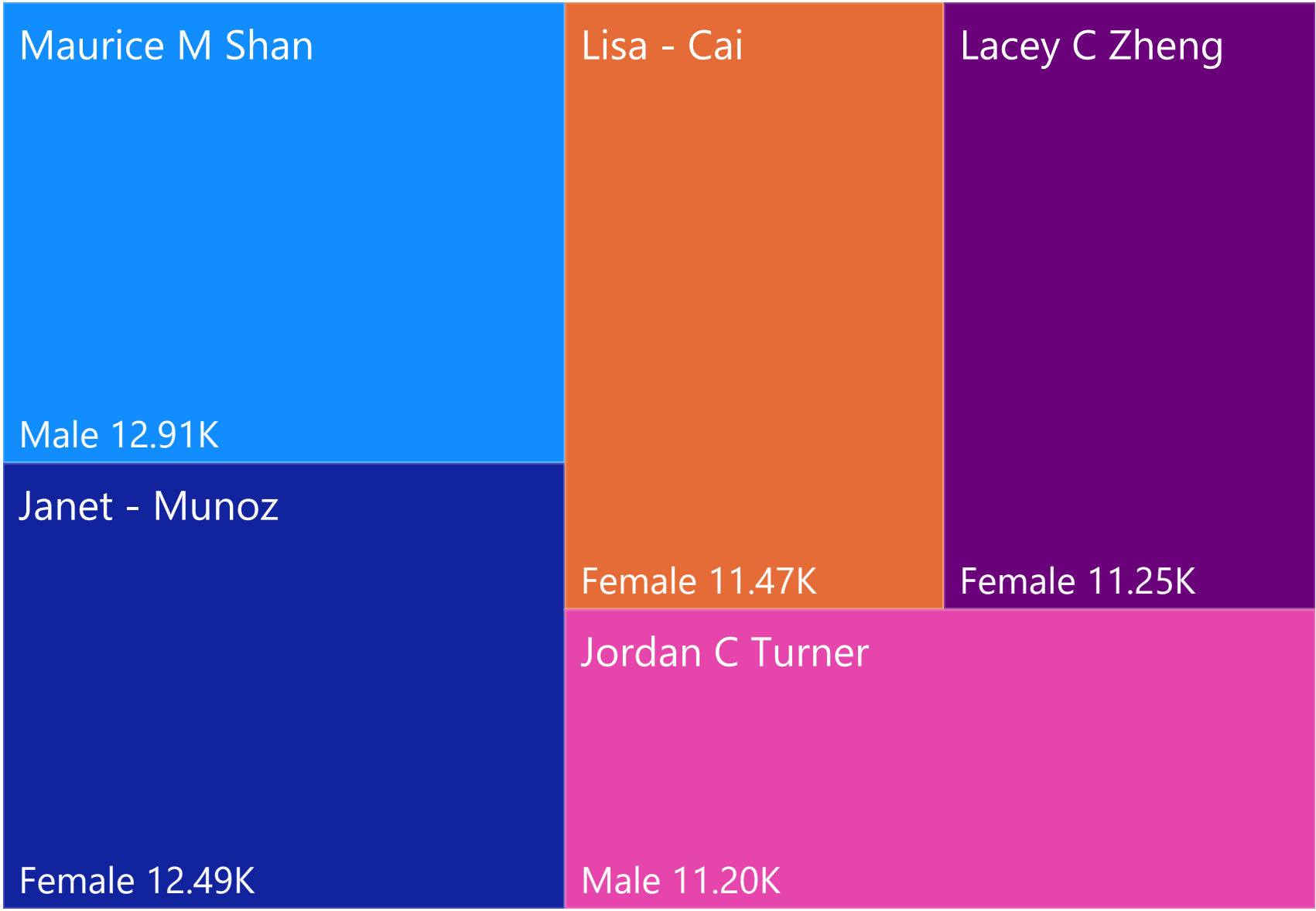
Highest Investor

Maurice M Shan

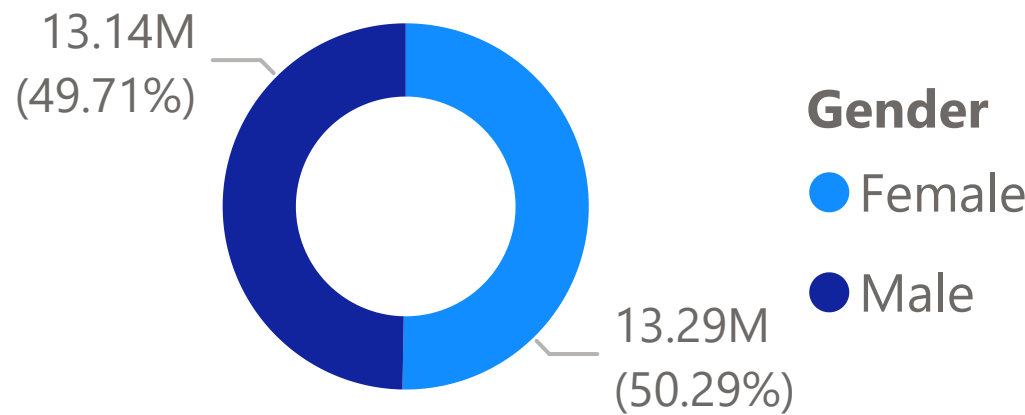
Male

12.91K

Sum of Total Sales by Full Name and Gender



Sum of Total Sales by Gender



Customer Details

Full Name	Sum of Total Sales	Sum of OrderQuantity	Gender	MaritalStatus	Occupation
Maurice M Shan	12,909.67	12	Male	Married	Professional
Janet - Munoz	12,489.17	14	Female	Married	Management
Lisa - Cai	11,469.19	25	Female	Single	Professional
Lacey C Zheng	11,248.46	17	Female	Married	Professional
Jordan C Turner	11,200.77	17	Male	Married	Management
Larry - Munoz	11,068.01	12	Male	Married	Professional
Larry M Vazquez	10,899.62	11	Male	Married	Management
Kate K Anand	10,872.06	12	Female	Single	Professional
Aaron L Wright	10,813.63	9	Male	Married	Management
Clarence H Gao	10,799.52	11	Male	Single	Professional
Bonnie F Nath	10,793.27	6	Female	Married	Management
Ethan L Bryant	10,778.61	11	Male	Married	Professional
Marie - Sanz	10,744.52	11	Female	Married	Professional
Emmanuel - Patel	10,733.10	10	Male	Married	Professional
Shannon R Navarro	10,695.03	8	Male	Married	Professional
Total	26,428,970.08	60398			

3.How does Sales Quantity within our company develop over time (years & months) ?

Total Sales

26.43M

Year

Select all

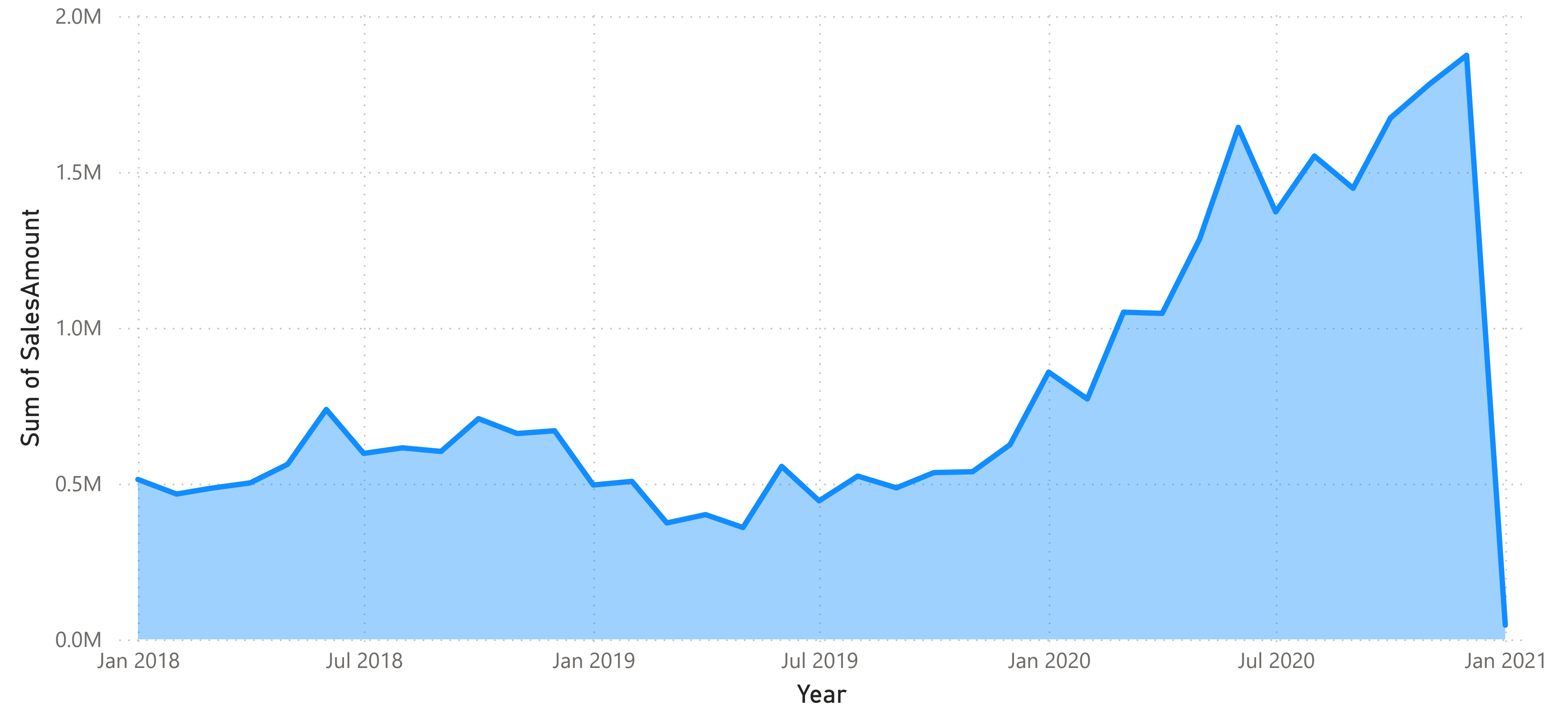
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2018

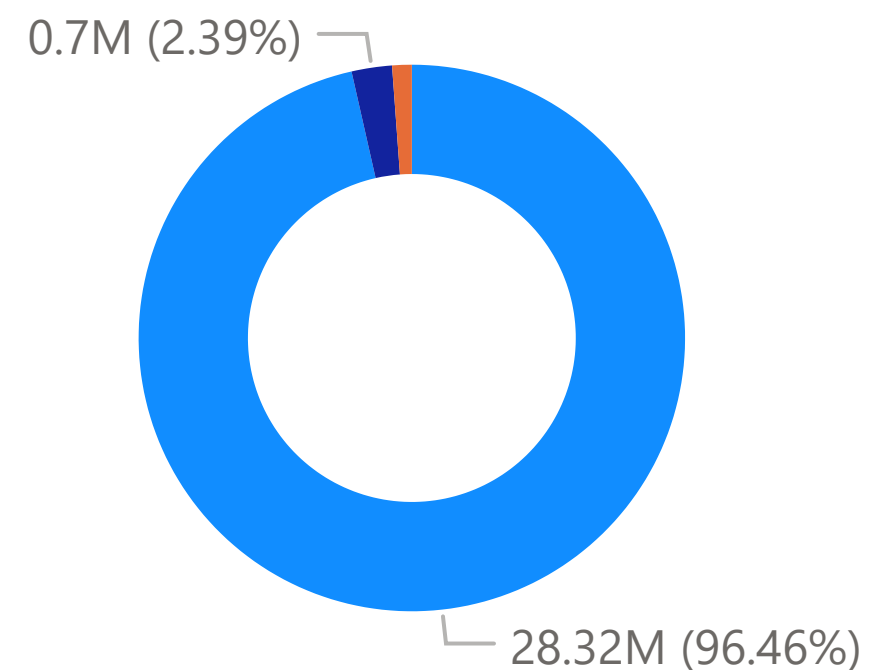
2019

2020

Sum of SalesAmount by Year and Month



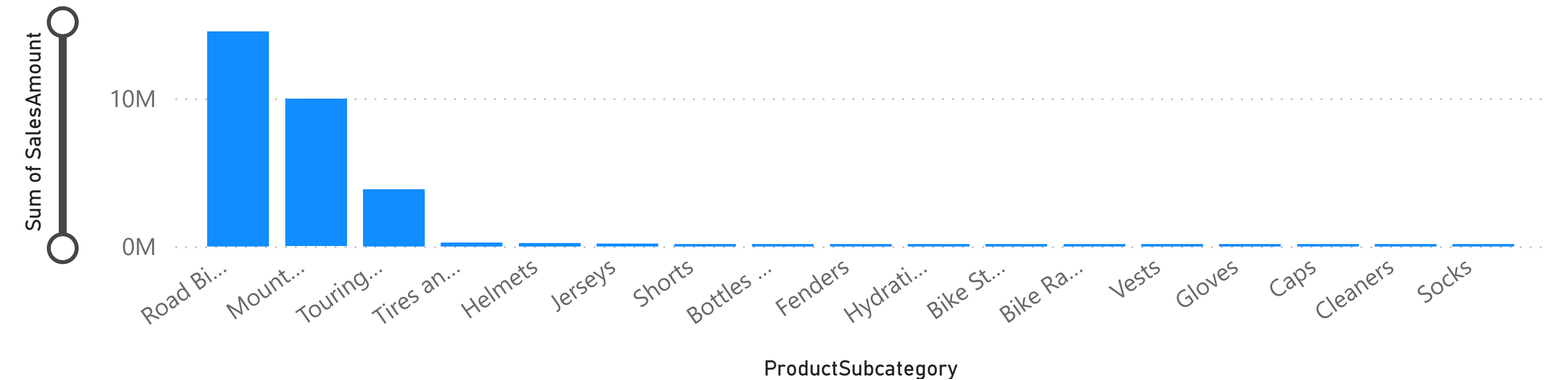
Sum of SalesAmount by ProductCategory



ProductCategory

- Bikes
- Accessories
- Clothing

Sum of SalesAmount by ProductSubcategory



4.What is the highest individual Sale ?

Highest Individual Sale

4,544.40



5.What is the top-performing region within our company ?

Country

Select all

Australia

Canada

France

Germany

United Kingdom

United States

Top performing region

United States

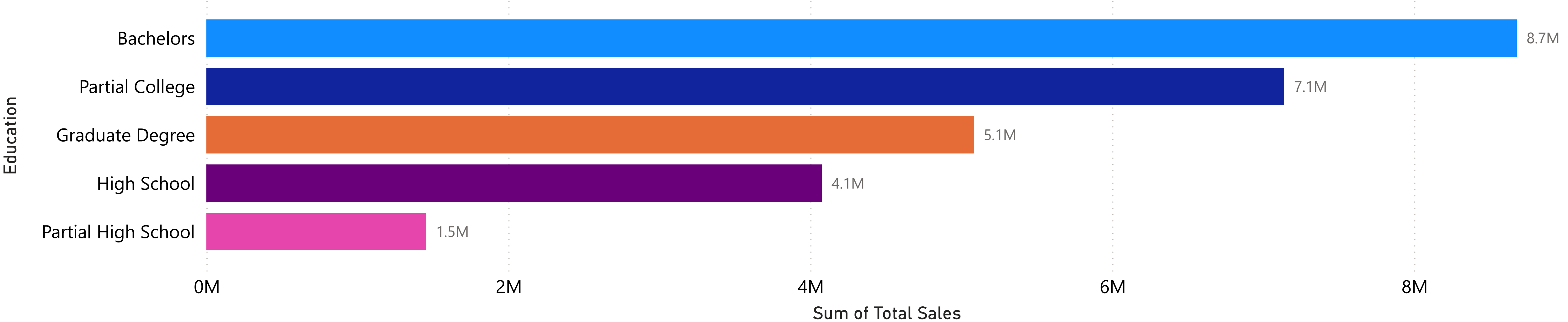
Country	Sum of Total Sales
United States	9,389,550.67
Australia	5,983,324.73
United Kingdom	4,306,273.90
Germany	2,784,931.26
France	2,492,630.27
Canada	1,472,259.26
Total	26,428,970.08



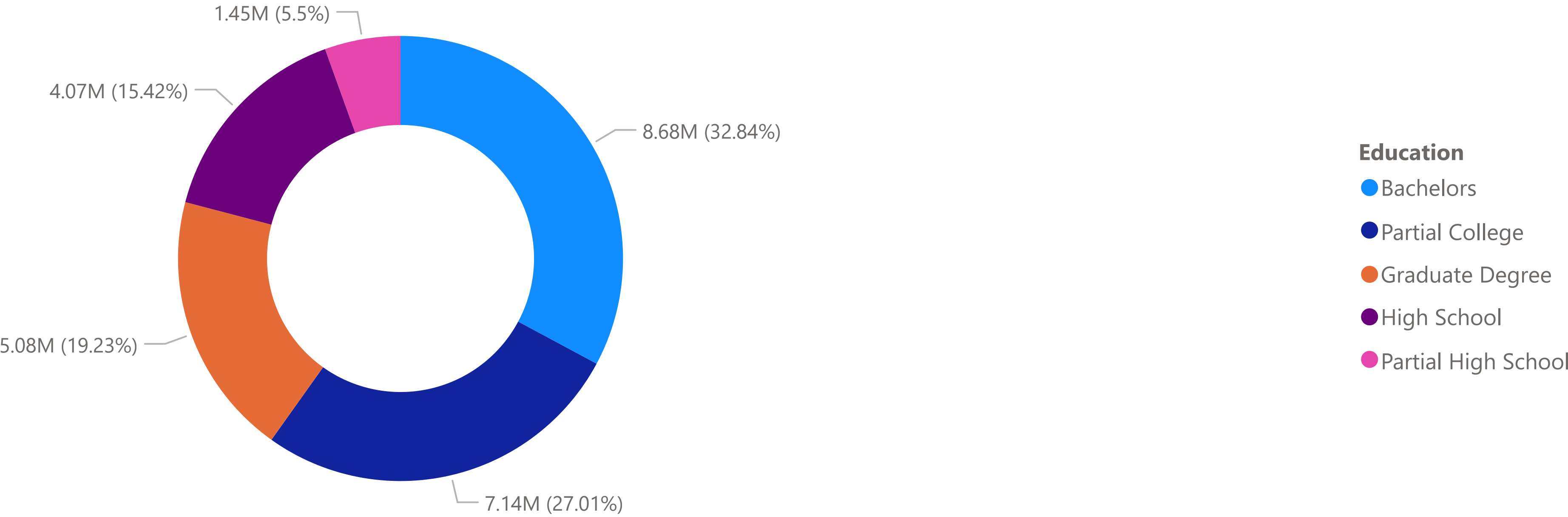
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6.How are sales distributed based on the customer's education ?

Sum of Total Sales by Education



Sum of Total Sales by Education



7.What is the average number of children of our customers that spent more than 5000\$ in total ?



8.Find all the orders greater than 500\$. Apply an additional 10% Discount Amount on these orders. Then, display both the actual total Discount Amount(for all orders)and the total Discount Amount with an additional 10% discount applied.

Total Discount Amount For
All Orders

0

Sum of Additional 10 %
Discount Amount

2.56M

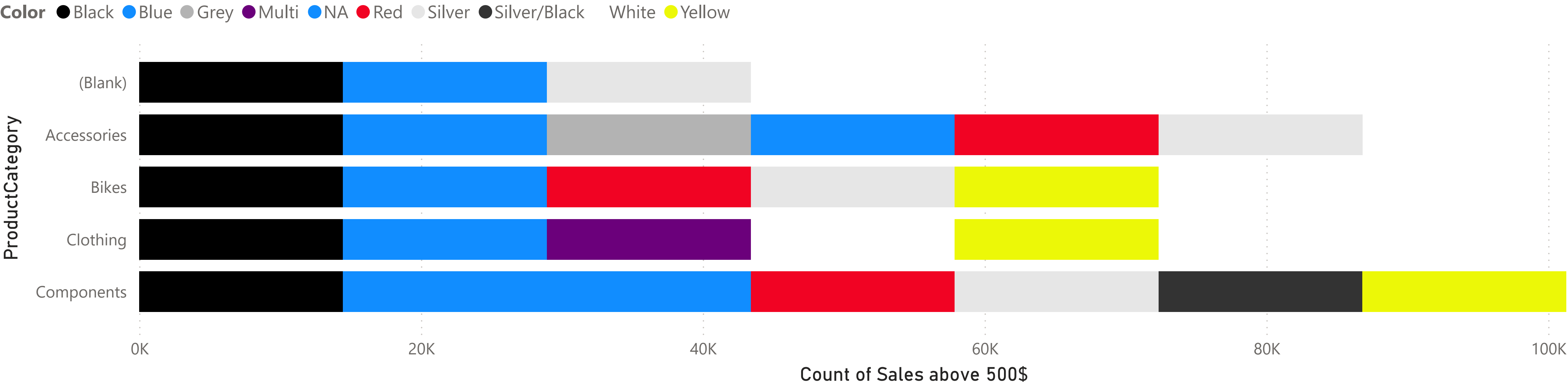
Total Discount Amount

\$2.56M

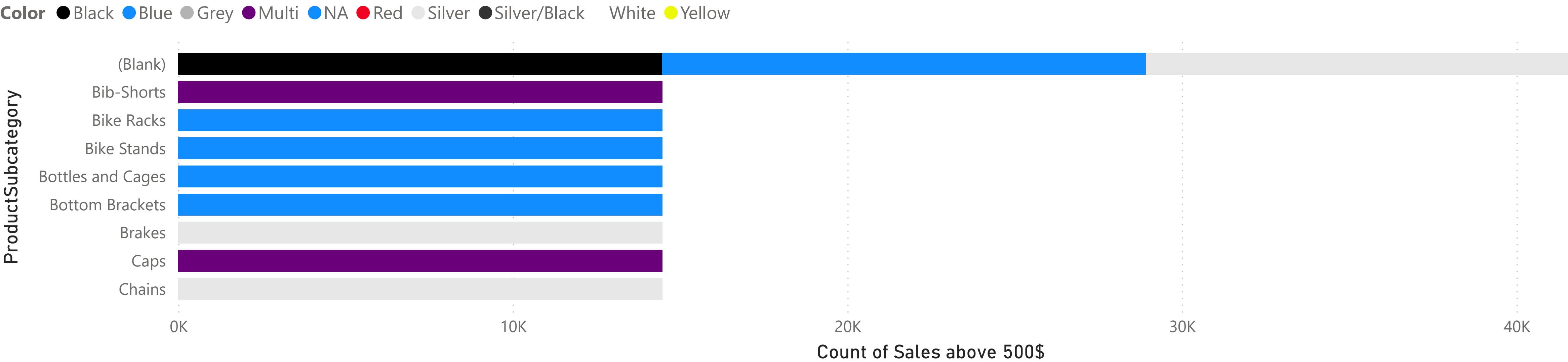
Sales above 500\$	Sum of DiscountAmount	Additional 10 % Discount Amount	Total Discount Amount
	0		\$0.00
500.69	0	50.07	\$100.14
503.35	0	50.34	\$553.69
503.98	0	50.40	\$50.40
504.42	0	50.44	\$100.88
505.11	0	50.51	\$252.56
Total	0		\$2,555,716.57

9.Find all the orders greater than 500\$ and show their distribution per product color(both for us our competitors)

Count of Sales above 500\$ by ProductCategory and Color



Count of Sales above 500\$ by ProductSubcategory and Color





10.What is the average and highest yearly income of the customer that placed orders with sales amount lower than 50\$?

Average of Yearly Income

57.31K

Highest Yearly Income

170K

Full Name	Sum of Orders Lower than 50\$	Average of YearlyIncome	Max of YearlyIncome
Aaron - Bryant	133.96	70000.00	70000
Aaron - Butler	14.98	60000.00	60000
Aaron - Chen	39.98	60000.00	60000
Aaron - Coleman	61.96	30000.00	30000
Aaron - Edwards	24.49	110000.00	110000
Aaron - Flores	69.97	60000.00	60000
Aaron - Foster	168.06	70000.00	70000
Aaron - Gonzales	109.47	60000.00	60000
Total	523,315.23	57717.66	170000