**MULTINATIONAL SALES ANALYSIS**

**INTRODUCTION**

The following project contains sales data from various countries which are Canada, China, India, Nigeria, UK and USA. The data was stored in different excel sheets in the csv formats.

**Tools Used ;**

1. MySQL – This was used for data pre-processing and analysis. I used it to join the data using the **UNION ALL** function since the tables had the same number of columns ,I also used it to check for duplicates and nulls and on the analysis side of it I used it to answer several business questions as follows :

**SALES PERFORMANCE QUESTIONS**

1. Which country is generating the highest sales revenue?
2. What is the average order value by country or product?
3. Which products or categories are selling best by region?
4. Which markets are underperforming?
5. Profit by category
6. Profit by country
7. Microsoft Excel - I used this to create pivot tables and create a simple dashboard indicating certain metrics such as ;
8. Total Revenue
9. Quantity Sold
10. Sales Trend by Month
11. Method of Transaction distribution by purchases
12. Sales Distribution by age and year
13. Quantity of goods purchased by city
14. Revenue Distribution by gender and category
15. ODBC Connector – This was to Connect Data from MySQL to Excel to create dashboard

**FINDINGS**

1. Highest sales were recorded in December while the lowest were recorded in June
2. Mobile Payment was the most used method of transaction while Cash was the least
3. Most purchases were by adults while the least appeard to be the young population
4. Canada had the highest sales revenue while Nigeria had the least
5. NewYork was the city that had the highest amount of goods sold while Manchester was the city with the lowest amount of goods sold
6. Home and Kitchen category as the category with the highest sales