DAD 220 Module Five Major Activity Template

Overview

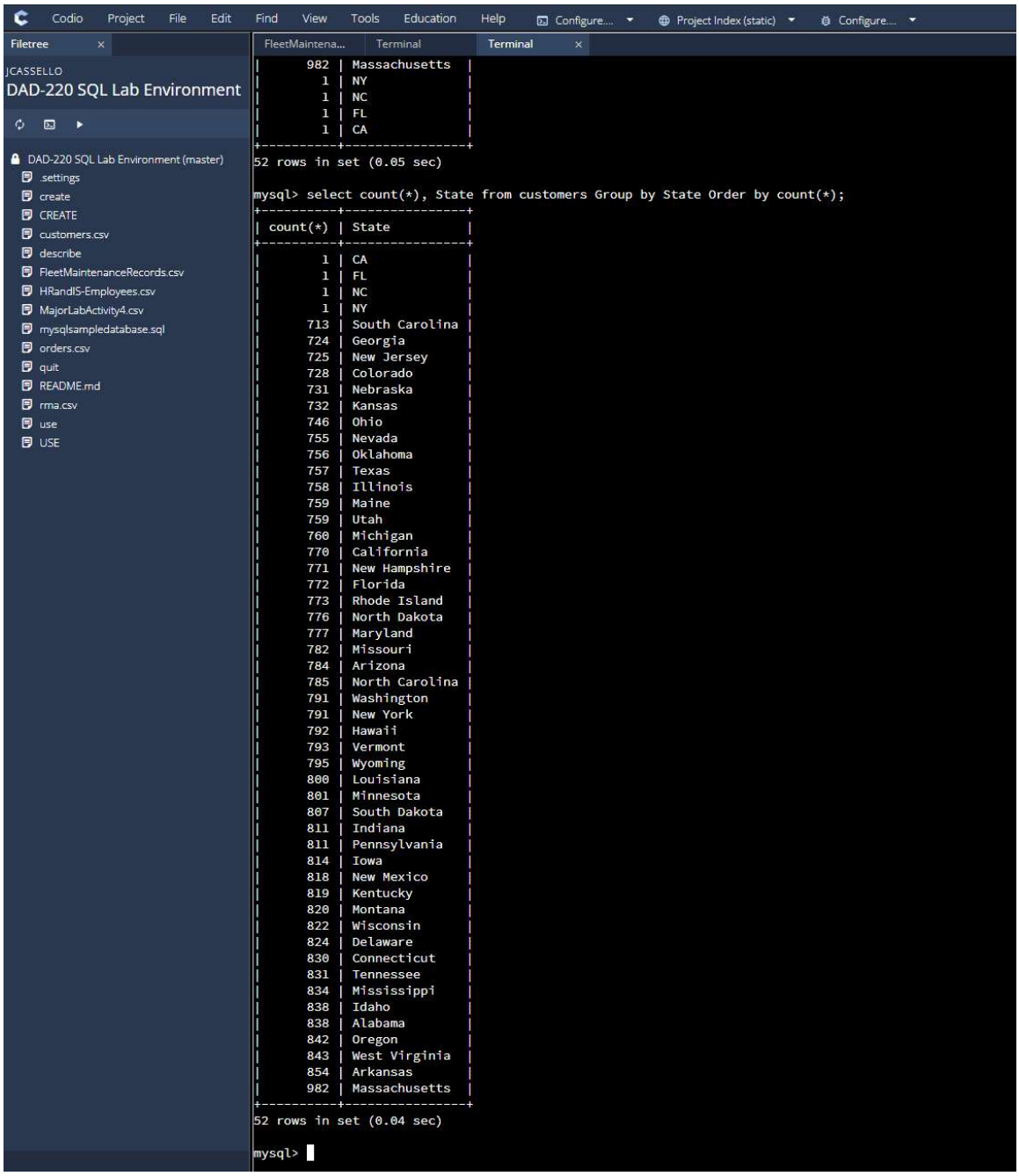
Review the scenario for this activity in the guidelines and rubric. Then complete the steps below as you work through the directions for this activity. Replace the bracketed text with your screenshots and responses to the prompts. Size each screenshot and its explanation to fit approximately one-quarter of the page with the description written below the screenshot. Review the Template Screenshot Example linked in the guidelines and rubric for this assignment to see an example of how screenshots for your assignment should look.

Create a Database

- **Write SQL commands** that capture specific, usable data that can be used in your analysis.
    - **Reference notes for this step:** Import the CSV file into MySQL Table. Use the following line terminators when importing: \r\n. Do not use IGNORE 1 LINES for data that does not have column headers in the first row.

- **Analyze the results of queries** to identify specific information that can be presented in your summary.
    - Sales by region:
        - Analyze sales data by state to determine where the company has the largest customer base.

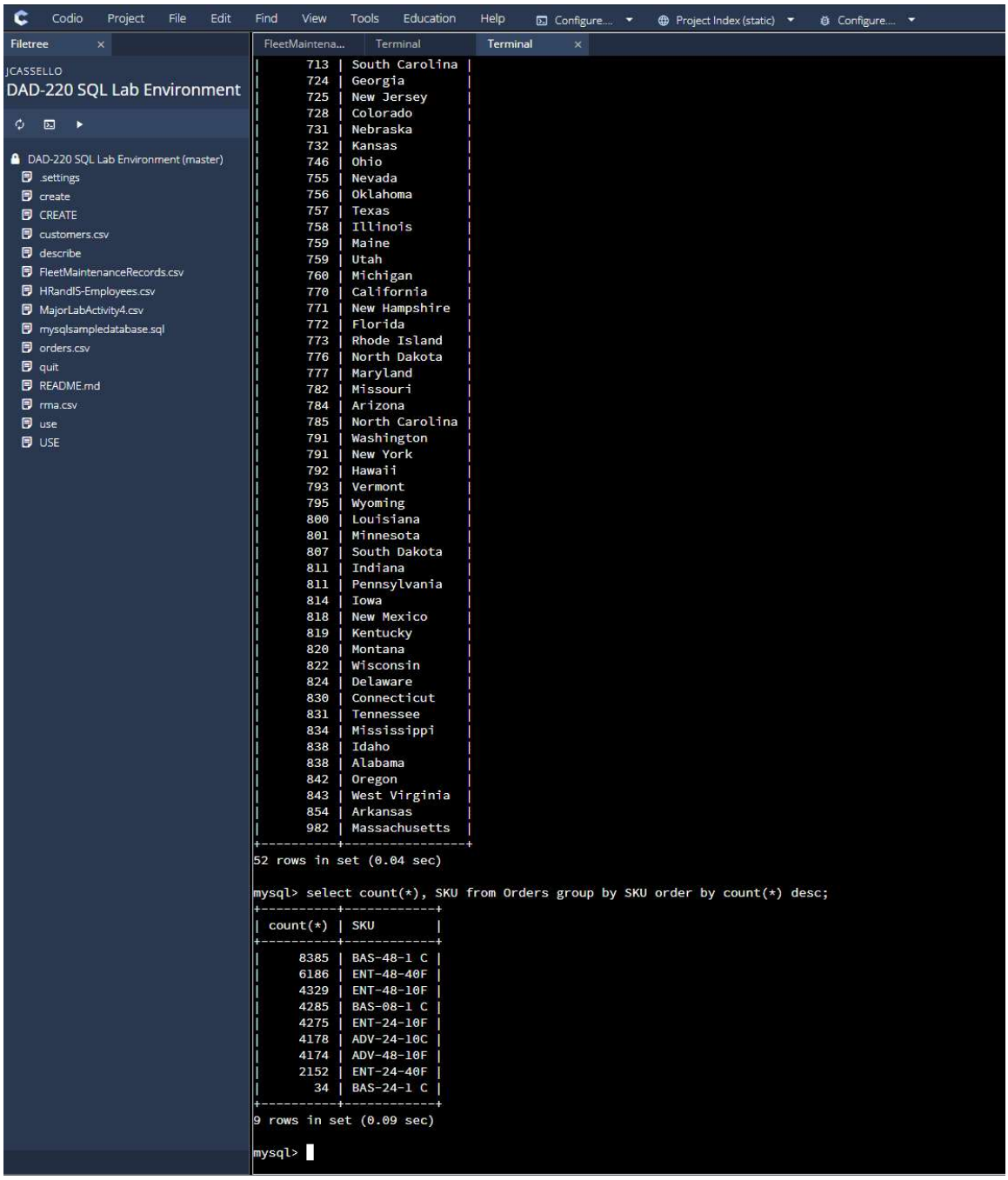
-**Massachusetts has the largest customer base with 982.**



Here I analyzed sales data by state to determine what state has the largest customer base.

- Analyze the data to determine the top three products sold in the United States.

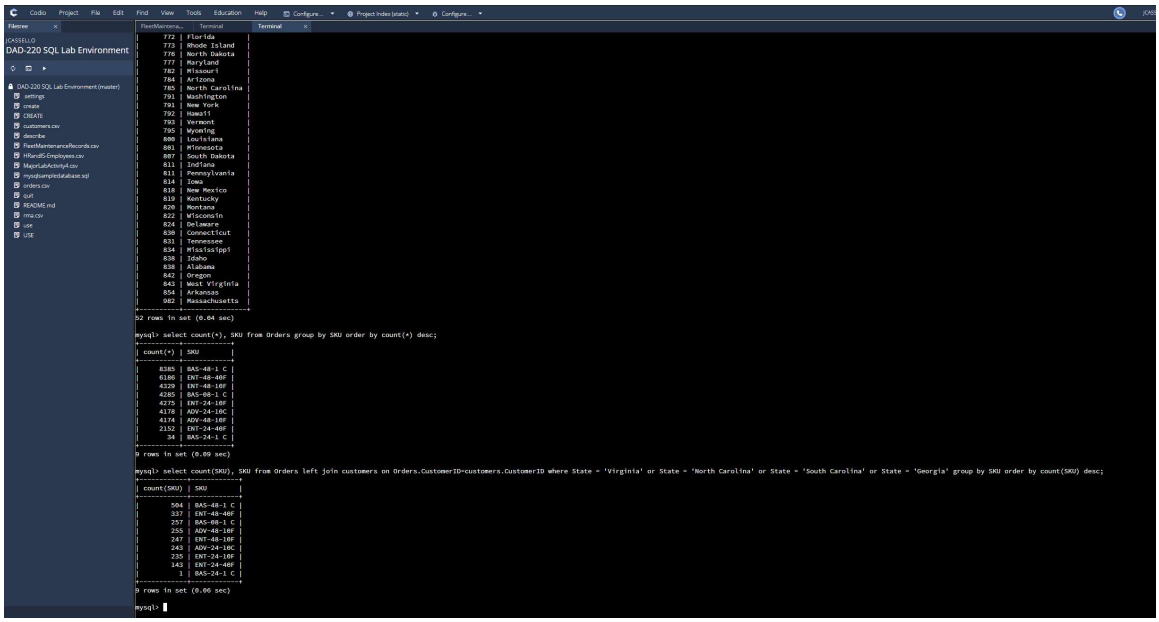
- **Top 3 products sold in the United States are:**
8385 - BAS-48-1 C
6186 - ENT-48-40F
4329 - ENT-48-10F



Here I analyzed the data to determine the top three products sold in the United States.

- Analyze the data to determine the top three products sold in the southeastern region of the United States.
    - Southeastern states to include in your analysis: Virginia, North Carolina, South Carolina, and Georgia

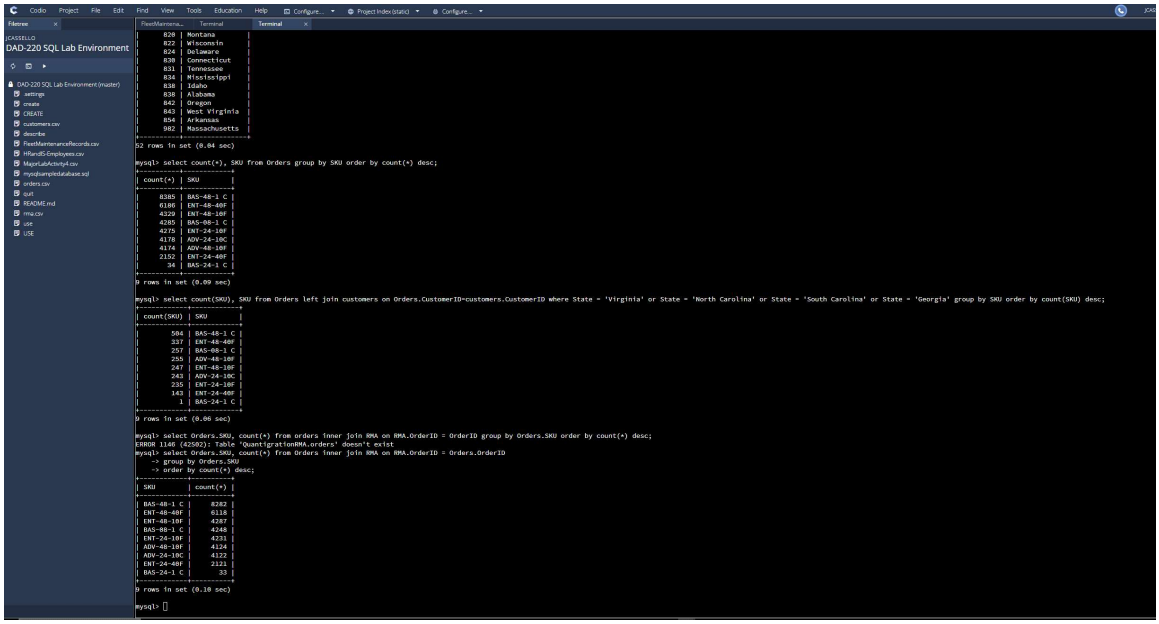
-**The top 3 products sold in the southeastern region of the United States are:**
504 - BAS-48-1 C
337 - ENT-48-40F
257 - BAS-08-1 C



Here I analyzed the top three products sold in the southeastern region of the United States.

- Returns by region:
    - Analyze the data to determine the top three products returned in the United States.

-**The top 3 products returned in the United States are:**
8282 - BAS-48-1 C
6118 - ENT-48-40F
4287 - ENT-48-10F

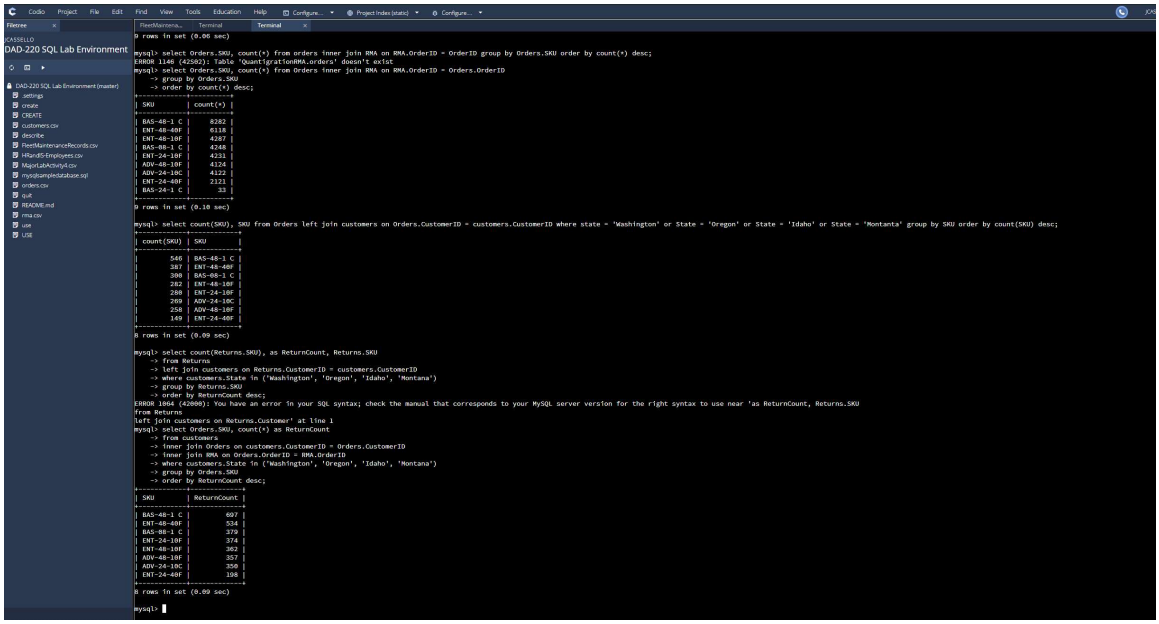


Here I analyzed the top three products returned in the United States.

- Analyze the data to determine the top three products returned in the northwestern region of the United States.
    - Northwestern states to include in your analysis: Washington, Oregon, Idaho, and Montana

- **The top 3 products returned in the northwestern region of the United States are:**

697 - BAS-48-1 C
534 - ENT-48-40F
379 - BAS-08-1 C



Here I analyzed the data to determine the top three products returned in the northwestern region of the United States.

- **Write a report** to the Quantigration product manager that explains your findings in a way nontechnical stakeholders can understand and use.
    - Provide an effective summary of your findings from the analysis of the sales and returns data you captured. Write at least one paragraph for each of your responses to the prompts below.

        - Sales data by region: Provide a well-written summary of findings from your analysis in Step Two, Part A.

        - **In analyzing the sales data by region, I found that the top three products sold across the United States were BAS-48-1 C, ENT-48-40F, and ENT-48-10F, with 8,385, 6,186, and 4,239 units sold respectively. Further drilling down into specific regions, particularly in the southeastern states of Virginia, North Carolina, South Carolina, and Georgia, I discovered similar trends. In this region, BAS-48-1 C emerged as the most popular product, followed by ENT-48-40F and BAS-08-1 C, with 504, 337, and 257 units sold respectively.**

        - Returns data by region: Provide a well-written summary of findings from your analysis in Step Two, Part B.

        - **In examing returns data by region, I identified the top three products returned in the northwestern region in the United States, including Washington, oregon, Idaho, and Montana. BAS-48-1 C, ENT-48-40F, and BAS-08-1 C emerged as the most returned products,**

with 697, 534, and 379 returns respectively. Understanding return patterns in specific regions allows me to investigate potential issues such as product quality and customer satisfaction.