ETL:

Created 2 flat file sources one for store name and other for sales details

Used conditional split to check for null values

Loaded the data into the table

A screenshot of a computer

Description automatically generated

1. Displaying WMsales table after loading the data

A screenshot of a computer

Description automatically generated

1. Displaying StoreName table after loading

A screenshot of a computer

Description automatically generated

1. Adding timeofday column to WMsales

A screenshot of a computer

Description automatically generated

1. Adding day name column to WMsales

A screenshot of a computer

Description automatically generated

1. Adding month\_name column to WMsales

A screenshot of a computer

Description automatically generated

EDA

1. How many unique cities does the data have?

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1. In which city is each branch?

A screenshot of a computer

Description automatically generated

1. How many unique product lines does the data have?

A screenshot of a computer

Description automatically generated

1. What is the most common payment method?

A screenshot of a computer

Description automatically generated

1. What is the most selling product line?

A screenshot of a product line

Description automatically generated

1. What is the total revenue by month?

A screenshot of a computer

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1. What month had the largest COGS?

A screenshot of a calendar

Description automatically generated

1. What product line had the largest revenue?

A screenshot of a product line

Description automatically generated

1. What is the city with the largest revenue?

A screenshot of a computer

Description automatically generated

1. What product line had the largest VAT?

A screenshot of a data

Description automatically generated

1. Fetch each product line and add a column to those product line showing "Good", "Bad". Good if its greater than average sales

A screenshot of a product list

Description automatically generated

1. Which branch sold more products than average product sold?

A screenshot of a computer

Description automatically generated

1. What is the most common product line by gender?

A screenshot of a computer

Description automatically generated

1. What is the average rating of each product line?

A screenshot of a computer

Description automatically generated

----------------------------------- Sales -----------------------------------

1. Number of sales made in each time of the day per weekday

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Description automatically generated

1. Which of the customer types brings the most revenue?

A screenshot of a computer

Description automatically generated

1. Which city has the largest tax percent/ VAT (Value Added Tax)?

A screenshot of a computer

Description automatically generated

4. Which customer type pays the most in VAT?

A screenshot of a computer

Description automatically generated

----------------------------------- Customer -----------------------------------

1. How many unique customer types does the data have?

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Description automatically generated

1. How many unique payment methods does the data have?

A screenshot of a credit card

Description automatically generated

1. What is the most common customer type?

A screenshot of a computer

Description automatically generated

1. Which customer type buys the most?

A screenshot of a computer

Description automatically generated

1. What is the gender of most of the customers?

A screenshot of a computer

Description automatically generated

1. What is the gender distribution per branch?

A screenshot of a computer

Description automatically generated

1. Which time of the day do customers give most ratings?

A screenshot of a computer

Description automatically generated

1. Which time of the day do customers give most ratings per branch?

A screenshot of a computer

Description automatically generated

1. Which day of the week has the best avg ratings?

A screenshot of a computer

Description automatically generated

1. Which day of the week has the best average ratings per branch?

A screenshot of a computer

Description automatically generated

----------------------------------- Revenue And Profit Calculation -----------------------------------

1.Total gross sales

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Description automatically generated

2.Gross profit

A close-up of a number

Description automatically generated