General Objective:

To analyze the sales data of the candy company in order to identify best-selling products, profits, strong and weak cities – with the goal of improving business decision-making.

Target Audience:

- Company Management
- Sales Department

Tables:

Candy Distributor Data Dictionary Table – represents the meaning of the columns in the tables.

Candy Factory Table – shows information about the factories. (PK: Factory)

Candy Products Table – shows information about the products. (PK: ProductID)

Candy Sales Table – shows sales data. (PK: OrderID)

Candy Targets Table – shows annual targets. (PK: Division)

US ZIP Codes Table (uszips) – shows information about postal codes. (PK: Zip)

Business Questions:

1. Which type of candy is the most profitable?
2. Which city has the most buyers?

Conclusions:

- The U.S. accounts for approximately 98% of profits. It is recommended to continue focusing investments and resources on this market.
- Leading brand – Wonka Bar. Wonka Bar products are responsible for the largest share of profits. It is recommended to expand the product range in this series and support it through marketing.
- Chocolate category – the main profit driver, accounting for about 95% of profits. Consider deepening activity in this area while reducing investment in weaker segments.
- New York and Los Angeles are the most profitable cities. It is recommended to focus regional campaigns and promotional activities in these cities.
- Canada – a market with limited potential; its contribution to overall profit is low. It is recommended to evaluate whether to invest in developing the Canadian market or to focus on more profitable markets.