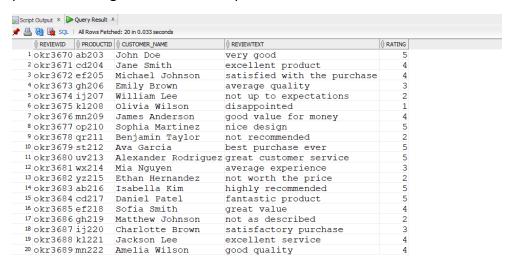
# **Business Report**

In our pet company's operations, a deep understanding of data is critical to making informed decisions that help differentiate us in a competitive marketplace. Data-driven insights play a key role in guiding our strategic actions, optimizing resource allocation, and enhancing the customer experience. Below are four key database views that provide valuable information to support us in making informed decisions.

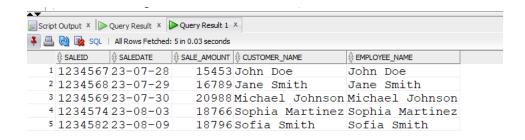
#### 1. VIEW CustomerProductReviews

This view synthesizes customer information, product reviews and ratings to help us understand customer sentiment and preferences. By analyzing customer feedback, we can identify popular products, identify room for improvement. We can also make data-driven decisions to enhance product offerings and customer experience.



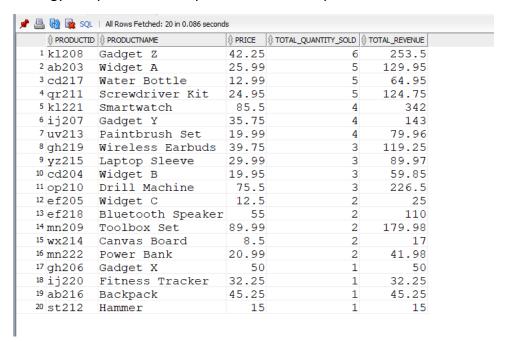
### 2. VIEW HighValueCustomersSales

This view shows high-value customers and their significant purchasing activity. By analyzing customers with sales of more than \$15,000, companies can identify and prioritize key customers. This enables the development of personalized marketing strategies, targeted promotions, and increased customer engagement.



## 3. view ProductSalesSummary

This view provides a summarized view of product sales performance. It summarizes the total sales volume and sales revenue for each product. By understanding the best-selling products and their contribution to revenue, companies can optimize inventory management, marketing strategies, and sales tactics, Companies can optimize inventory management, marketing strategy and product development to maximize profits.



#### 4. VIEW EmployeeSalesPerformance

This view evaluates an employee's sales performance based on total sales. It consolidates the sales data of each employee and helps in assessing their contribution to revenue generation. Companies can use these performance assessments, incentive programs and identify training needs to improve overall sales effectiveness.



By leveraging these database views, it is possible to gain insight into customer preferences, prioritize high-value customers, optimize product offerings, and evaluate employee sales performance. With this data-driven knowledge, we are empowered to make strategic decisions that drive business growth, improve customer satisfaction, and ensure the long-term success of the organization.