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.

	REVIEWID	PRODUCTID	CUSTOMER_NAME	REVIEWTEXT	RATING
1	okr3670	ab203	John Doe	very good	5
2	okr3671	cd204	Jane Smith	excellent product	4
3	okr3672	ef205	Michael Johnson	satisfied with the purchase	4
4	okr3673	gh206	Emily Brown	average quality	3
5	okr3674	ij207	William Lee	not up to expectations	2
6	okr3675	kl208	Olivia Wilson	disappointed	1
7	okr3676	mn209	James Anderson	good value for money	4
8	okr3677	op210	Sophia Martinez	nice design	5
9	okr3678	qr211	Benjamin Taylor	not recommended	2
10	okr3679	st212	Ava Garcia	best purchase ever	5
11	okr3680	uv213	Alexander Rodriguez	great customer service	5
12	okr3681	wx214	Mia Nguyen	average experience	3
13	okr3682	yz215	Ethan Hernandez	not worth the price	2
14	okr3683	ab216	Isabella Kim	highly recommended	5
15	okr3684	cd217	Daniel Patel	fantastic product	5
16	okr3685	ef218	Sofia Smith	great value	4
17	okr3686	gh219	Matthew Johnson	not as described	2
18	okr3687	ij220	Charlotte Brown	satisfactory purchase	3
19	okr3688	kl221	Jackson Lee	excellent service	4
20	okr3689	mn222	Amelia Wilson	good quality	4

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.

	SALEID	SALEDATE	SALE_AMOUNT	CUSTOMER_NAME	EMPLOYEE_NAME
1	1234567	23-07-28	15453	John Doe	John Doe
2	1234568	23-07-29	16789	Jane Smith	Jane Smith
3	1234569	23-07-30	20988	Michael Johnson	Michael Johnson
4	1234574	23-08-03	18766	Sophia Martinez	Sophia Martinez
5	1234582	23-08-09	18796	Sofia Smith	Sofia Smith

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.

	PRODUCTID	PRODUCTNAME	PRICE	TOTAL_QUANTITY_SOLD	TOTAL_REVENUE
1	kl208	Gadget Z	42.25	6	253.5
2	ab203	Widget A	25.99	5	129.95
3	cd217	Water Bottle	12.99	5	64.95
4	qr211	Screwdriver Kit	24.95	5	124.75
5	kl221	Smartwatch	85.5	4	342
6	ij207	Gadget Y	35.75	4	143
7	uv213	Paintbrush Set	19.99	4	79.96
8	gh219	Wireless Earbuds	39.75	3	119.25
9	yz215	Laptop Sleeve	29.99	3	89.97
10	cd204	Widget B	19.95	3	59.85
11	op210	Drill Machine	75.5	3	226.5
12	ef205	Widget C	12.5	2	25
13	ef218	Bluetooth Speaker	55	2	110
14	mn209	Toolbox Set	89.99	2	179.98
15	wx214	Canvas Board	8.5	2	17
16	mn222	Power Bank	20.99	2	41.98
17	gh206	Gadget X	50	1	50
18	ij220	Fitness Tracker	32.25	1	32.25
19	ab216	Backpack	45.25	1	45.25
20	st212	Hammer	15	1	15

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.

	EMPLOYEEID	EMPLOYEE_NAME	SALARY	TOTAL_SALES	TOTAL_SALES_AMOUNT
1	okld51	Amelia Wilson	61000	1	3422
2	okld42	Alexander Rodriguez	60000	1	5298
3	okld34	Michael Johnson	60000	1	20988
4	okld48	Matthew Johnson	59000	1	5643
5	okld39	Sophia Martinez	59000	1	18766
6	okld45	Isabella Kim	58000	1	3468
7	okld36	William Lee	58000	1	5499
8	okld50	Jackson Lee	57000	1	6542
9	okld41	Ava Garcia	56000	1	6745
10	okld47	Sofia Smith	56000	1	18796
11	okld44	Ethan Hernandez	55000	1	9837
12	okld33	Jane Smith	55000	1	16789
13	okld40	Benjamin Taylor	54000	1	13698
14	okld49	Charlotte Brown	54000	1	9375
15	okld46	Daniel Patel	53000	1	2451
16	okld38	James Anderson	53000	1	12546
17	okld35	Emily Brown	52000	1	12897
18	okld43	Mia Nguyen	52000	1	12451
19	okld37	Olivia Wilson	51000	1	9876
20	okld32	John Doe	50000	1	15453

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.