

1. Which customer has produced the most total revenue for this organization? (Total Revenue =

SalesPrice * Quantity)

- a. Aldous Huxley is the customer which produced the most total revenue for this organization with at total revenue of 22846.50.

```
mysql> SELECT customername, SUM(salesprice * quantity) AS TotalRev
-> FROM dim_customer, fact_productsales
-> WHERE dim_customer.customerid = fact_productsales.customerid
-> GROUP BY dim_customer.customerid
-> ORDER BY TotalRev DESC;
+-----+-----+
| customername | TotalRev |
+-----+-----+
| Aldous Huxley | 22846.50 |
| Harrison Ford | 11356.50 |
| Melinda Gates | 9019.00  |
| Elon Musk    | 8684.00  |
| Linda Ronstadt | 3711.00  |
+-----+-----+
5 rows in set (0.00 sec)
```

- b. mysql> _

2. Which salesperson has produced the most total revenue for this organization? (Total Revenue =

SalesPrice * Quantity)

- a. The sales person who produced the most total revenue is Julian Brand with 21164.50.

```
mysql> SELECT salespersonname, SUM(salesprice * quantity) AS TotalRev
-> FROM fact_productsales, dim_salesperson
-> WHERE dim_salesperson.salespersonid = fact_productsales.salespersonid
-> GROUP BY dim_salesperson.salespersonid
-> ORDER BY TotalRev DESC;
+-----+-----+
| salespersonname | TotalRev |
+-----+-----+
| Julian Brand    | 21164.50 |
| John Paul Jones | 9930.50  |
| Tom Petty       | 9632.00  |
| Jasmin Farah    | 6189.50  |
| Danny Weller    | 5733.00  |
| Jacob Leis      | 2967.50  |
+-----+-----+
6 rows in set (0.00 sec)
```

- b. mysql> _

3. What is the total revenue by store for each year represented in the data warehouse?

a. Results below.

```
mysql> SELECT storename, SUM(salesprice * quantity) AS TotalRev, year
-> FROM fact_productsales, dim_store, dim_date
-> WHERE fact_productsales.storeid = dim_store.storeid
-> AND fact_productsales.salesdatekey = dim_date.datekey
-> GROUP BY year, fact_productsales.storeid;
```

storename	TotalRev	year
ValueMart Boulder	5975.50	2010
ValueMart Boulder	7336.00	2011
ValueMart Boulder	7286.00	2012
ValueMart Boulder	2275.00	2013
ValueMart Boulder	6519.00	2016
ValueMart Boulder	4608.00	2015
ValueMart Boulder	3746.00	2017
ValueMart Lyons	1231.00	2010
ValueMart Lyons	2168.00	2011
ValueMart Lyons	1898.00	2012
ValueMart Lyons	361.00	2013
ValueMart Lyons	2339.00	2016
ValueMart Lyons	1062.00	2015
ValueMart Lyons	437.50	2017
ValueMart Berthoud	1123.00	2010
ValueMart Berthoud	1737.50	2011
ValueMart Berthoud	1565.50	2012
ValueMart Berthoud	342.00	2013
ValueMart Berthoud	1711.00	2016
ValueMart Berthoud	1112.50	2015
ValueMart Berthoud	783.50	2017

```
21 rows in set (0.00 sec)

mysql> _
```

b.

4. Which store had the highest sales dollar volume in September, 2011?

a. ValueMart Boulder had the highest sales dollar volume labeled below as TotalRev.

```
mysql> SELECT storename, SUM(salesprice * quantity) AS TotalRev, year
-> FROM fact_productsales, dim_store, dim_date
-> WHERE fact_productsales.storeid = dim_store.storeid
-> AND fact_productsales.salesdatekey = dim_date.datekey
-> AND year = '2011'
-> AND monthname = 'September'
-> GROUP BY storename
-> ORDER BY TotalRev desc;
```

storename	TotalRev	year
ValueMart Boulder	1439.00	2011
ValueMart Berthoud	440.00	2011
ValueMart Lyons	255.00	2011

```
3 rows in set (0.00 sec)

mysql> _
```

b.

5. Describe the trend in total revenue for the Boulder store for each quarter in 2016.
- a. Observing the results, we see a drop from quarter 1 to quarter 2 but a huge rise from quarter 2 to 3. Quarter 3 is the highest total revenue of the year but then we see it dip back down from quarter 3 to quarter 4.

```
mysql> SELECT storename FROM dim_store;
+-----+
| storename |
+-----+
| ValueMart Boulder |
| ValueMart Lyons |
| ValueMart Berthoud |
+-----+
3 rows in set (0.00 sec)
```

```
mysql> SELECT storename, SUM(salesprice * quantity) AS TotalRev, quarter, year
-> FROM fact_productsales, dim_store, dim_date
-> WHERE fact_productsales.storeid = dim_store.storeid
-> AND fact_productsales.salesdatekey = dim_date.datekey
-> AND year = '2016'
-> AND storename = 'ValueMart Boulder'
-> GROUP BY storename, quarter
-> ORDER BY quarter;
```

storename	TotalRev	quarter	year
ValueMart Boulder	1622.50	1	2016
ValueMart Boulder	1144.50	2	2016
ValueMart Boulder	2259.50	3	2016
ValueMart Boulder	1492.50	4	2016

```
4 rows in set (0.00 sec)
```

b. mysql> _