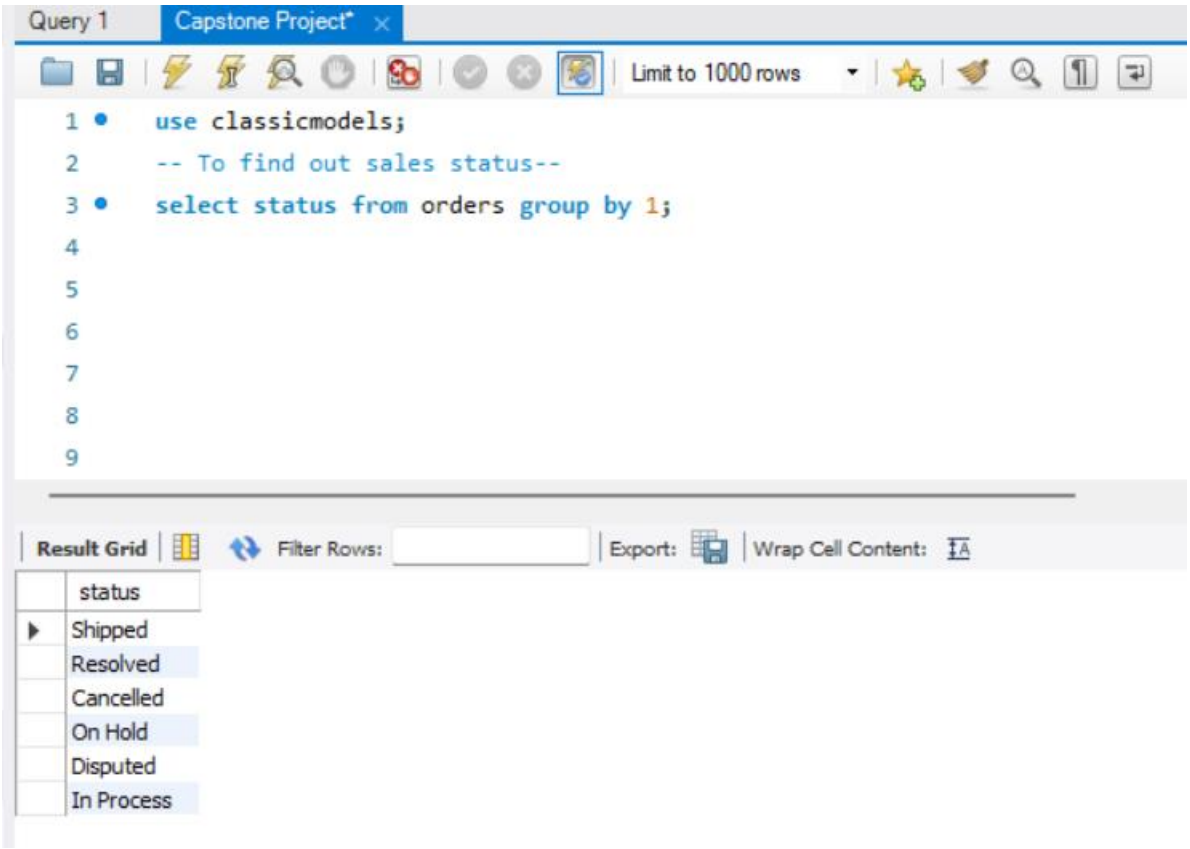
Overview

The data set contains three years of sales data of different product across different countries. The aim of this project is to understand the overall sales performance of this company Axon.

From doing this, I discovered that the sales status was categorized into ***"Resolved, On Hold, Cancelled, Shipped, Disputed & in Progress."*** Data was collected over 3 years of operations, that is ***2003, 2004 & 2005.*** The company had 7 different products, operated in 27 different countries and had a total of 122 customers.



```
5      -- To analyse number of years of the collected data--
6  •   select year(paymentdate) from payments group by 1;
7
8
9
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

year(paymentdate)
2004
2003
2005

```
8      -- To analyse the prodct details--
9  •   select productline from products group by 1;
10
11
12
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

productline
Classic Cars
Motorcycles
Planes
Ships
Trains
Trucks and Buses
Vintage Cars

```
11     -- To analyse the countries where the company runs the business--
12 •   select country from customers group by 1;
13
14
15
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

country
France
USA
Australia
Norway
Poland
Germany
Spain
Sweden
Denmark

```
14      -- To find out number of countries--
15 •    select count(distinct country) from customers;
16
17
18
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

count(distinct country)
27

```
17      -- To find out number of customers company deals with--
18 •    select count(distinct customerName) from customers;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

count(distinct customerName)
122

Data Exploration/Analysis

1. **Across all the Product Line, which one is the best selling?:** For me to be able to do this, I had to group the sales by product line using the syntax below:

```
11 •    select productline,sum(msrp*quantityinstock) from products group by productline order by 2 desc;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

productline	sum(msrp*quantityinstock)
Classic Cars	25631556.38
Vintage Cars	10567510.68
Motorcycles	6919282.43
Planes	5670231.92
Trucks and Buses	3875532.70
Ships	2342604.92
Trains	1281248.24

This revealed that of the 7 Products the company deals with, “Classic Cars” was the one that had the most sales and “Trains” had the least sales.

2. **What was the best year for sales? :** This revealed that 2004 had the most sales. But the data also revealed 2005 is the year with the least sales.

Further data exploration was done by digging beyond the years to find out how much sales happened monthly for each of the years. This is where it was discovered that unlike 2003 and 2004 that made sales in all 12 months of the year, sales data for 2005 was only captured for the first 5 months of the year. This confirm the reason behind the low sales rate in that year.

```
20      -- year wise amount paid by customer for shipped orders ---
21 •    select year(paymentDate),sum(amount) from payments group by 1;
22
23
24
25
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

year(paymentDate)	sum(amount)
2004	4313328.25
2003	3250217.70
2005	1290293.28

```
30      -- To analyse the less number of shipped oders in 2005----
31 •    select * from orders where year(orderDate)='2005' and status = 'shipped';
32
33
34
```

Result Grid | Filter Rows: | Edit: | Export/Import: | Wrap Cell Content:

orderNumber	orderDate	requiredDate	shippedDate	status	comments	customerNumber
10408	2005-04-22	2005-04-29	2005-04-27	Shipped	NULL	398
10409	2005-04-23	2005-05-05	2005-04-24	Shipped	NULL	166
10410	2005-04-29	2005-05-10	2005-04-30	Shipped	NULL	357
10411	2005-05-01	2005-05-08	2005-05-06	Shipped	NULL	233
10412	2005-05-03	2005-05-13	2005-05-05	Shipped	NULL	141
10413	2005-05-05	2005-05-14	2005-05-09	Shipped	Customer requested that DH...	175
10416	2005-05-10	2005-05-16	2005-05-14	Shipped	NULL	386
10418	2005-05-16	2005-05-24	2005-05-20	Shipped	NULL	412
10419	2005-05-17	2005-05-28	2005-05-19	Shipped	NULL	382
NULL	NULL	NULL	NULL	NULL	NULL	NULL

3. **What was the best month for sales? :** To find out the month that had the highest sales, I grouped the total sales and number of

order(shipped)by the month. We've already established that the data collected was for a period of three years. So I had to identify the best sales month for each year.

```
3 •  select month(orderdate),count(status),sum(amount)
4    from orders
5    inner join payments on orders.customerNumber=payments.customerNumber
6    where status='shipped'
7    group by 1 order by 2 desc;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

month(orderdate)	count(status)	sum(amount)
11	192	6702943.68
12	120	5574473.45
2	118	5770507.95
3	110	4857948.26
1	106	4298250.55
10	102	4225234.79
4	86	2864087.97
5	72	2822583.67
6	70	2722477.11
8	68	3107394.80

The discovery here was that November was the month that had the highest sales the company operated all year round.

4. **Which country sold the most product?** Using the query syntax below, the data revealed that United States of America sold the most product out of the 27 other countries.

```
15 •  select country,sum(amount)
16    from customers
17    inner join payments on customers.customerNumber=payments.customerNumber
18    group by country
19    order by 2 desc;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

country	sum(amount)
USA	3040029.52
Spain	994438.53
France	965750.58
Australia	509385.82
New Zealand	392486.59
UK	391503.90
Italy	325254.55
Finland	295149.35
Norway	270846.30
Singapore	261671.60

Result 61

5. **Who is the best customer?** It is important to know those customers who have consistently purchased from the company.

From this analysis, we could identify the customers who purchased the most from the company and can be considered the best customers.

```
22 •  select customername,sum(amount)
23    from customers
24    inner join payments on customers.customerNumber=payments.customerNumber
25    group by customername
26    order by 2 desc;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

customername	sum(amount)
Euro+ Shopping Channel	715738.98
Mini Gifts Distributors Ltd.	584188.24
Australian Collectors, Co.	180585.07
Muscle Machine Inc	177913.95
Dragon Souveniers, Ltd.	156251.03
Down Under Souveniers, Inc	154622.08
AV Stores, Co.	148410.09
Anna's Decorations, Ltd	137034.22
Corporate Gift Ideas Co.	132340.78
Saveley & Henriot, Co.	130305.35