

WideWorldImporters (WWI) Analysis

...

Created by: Justin Lam

Last Updated: March 25th, 2022

Table of Contents

- Objective
- Analyzing
 - #1 Top 10 Past Due Balances
 - #2 Top 10 Customers of all time
 - #3 Sales based on Customer Category 2015 & 2016
 - #4 Total Monthly Sales on a 12 month rolling basis
 - #5 Total Monthly Item Sales

**What are we
looking into?**

Objective

Analyze and provide business insights based on sales data using the Wide World Importers database and various T-SQL queries

#1:

Top 10 Past Due Customers

#1 Top 10 Past Due Customers:

- Since the database ends after May 2016, we can see that WideWorldImporters (WWI) has a low Days Sales Outstanding as the top past due customers' oldest past due invoice is relatively recent
- We can utilize this query to quickly analyze which customers have the highest past due balance for the A/R team to focus on

Customer Name	Account Balance	Oldest Past Due Invoice
Wingtip Toys (Head Office)	\$97,053.58	31 May 2016
Tailspin Toys (Head Office)	\$56,435.84	31 May 2016
Kumar Naicker	\$13,212.12	31 May 2016
Linh Dao	\$6,728.65	31 May 2016
Rodrigo Figueiredo	\$5,975.40	31 May 2016
Shyam Poddar	\$5,767.83	31 May 2016
Dominic Davignon	\$5,732.98	31 May 2016
Lilli Sokk	\$5,689.31	31 May 2016
Ana Florea	\$5,511.15	31 May 2016
Liidia Lepp	\$5,422.25	31 May 2016

[Link to SQL Code](#)

#2:

Top 10 Customers of all time

#2: Top 10 Customers of all time

- This query shows WWI has a huge risk due to overexposure to their top 2 clients which each account for over 30% of sales
- WWI would benefit from strategies to improve client & product diversification while also focusing on fostering the strength of the relationship with Tailspin Toys, and Wingtip Toys
- WWI could also delve deeper into stress testing their financials for a contingency plan in the event the relationship with Tailspin Toys or Wingtip Toys ends

Customer Name	Total Invoiced Amount	Number of Orders	Average Order Amount	% of Total Invoiced Amount
Tailspin Toys (Head Office)	\$62,654,262.56	22316	2808	31.64%
Wingtip Toys (Head Office)	\$62,352,133.11	22165	2813	31.48%
Mauno Laurila	\$424,324.76	115	3690	0.21%
Nasrin Omidzadeh	\$416,005.03	124	3355	0.21%
Ingrida Zeltina	\$413,817.88	135	3065	0.21%
Laszlo Gardenier	\$407,800.89	108	3776	0.21%
Camille Authier	\$406,493.27	120	3387	0.21%
Dinh Mai	\$406,113.43	127	3198	0.21%
Daniel Martensson	\$397,893.27	120	3316	0.20%
Satish Mittal	\$397,571.38	120	3313	0.20%

[Link to SQL Code](#)

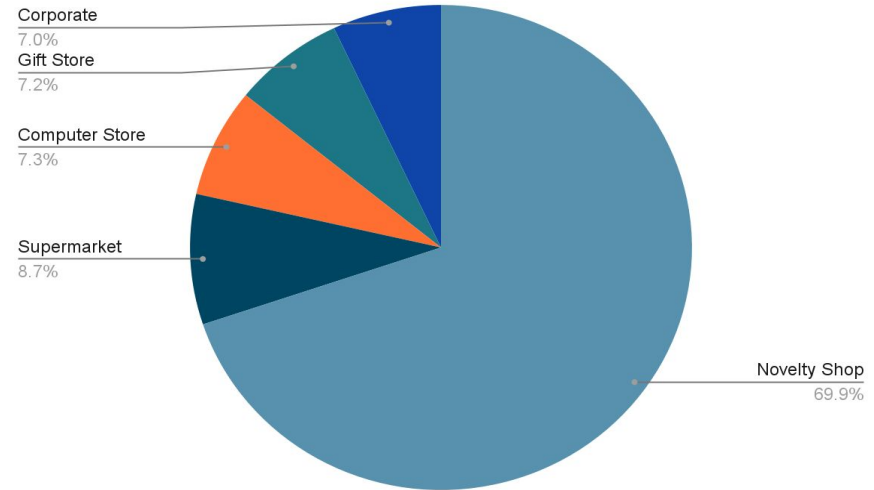
#3:

**Sales based on Customer
Category 2015 & 2016**

#3 Sales based on Customer Category 2015 & 2016:

- This query shows almost 70% of WWI's sales go to Novelty Shops, and also identifies other markets that currently make up a sizable portion of sales
- With this information, WWI can pinpoint other markets they can grow further in such as Supermarket, and Gift Stores
- Based on outside resources, WWI has potential to grow their \$61.5M sales to Novelty Shops as Novelty Shops is a ~\$16.8B industry, but we also see that Novelty Shops as a whole is a stagnating industry

Customer Category Name	Total Invoiced Amount	% of Sales
Novelty Shop	\$ 61,524,114.36	69.87%
Supermarket	\$ 7,647,771.38	8.68%
Computer Store	\$ 6,392,135.10	7.26%
Gift Store	\$ 6,320,799.31	7.18%
Corporate	\$ 6,176,429.77	7.01%



[Link to SQL Code](#)

Additional Resource:

<https://www.statista.com/forecasts/311127/gift-novelty-and-souvenir-stores-revenue-in-the-us>

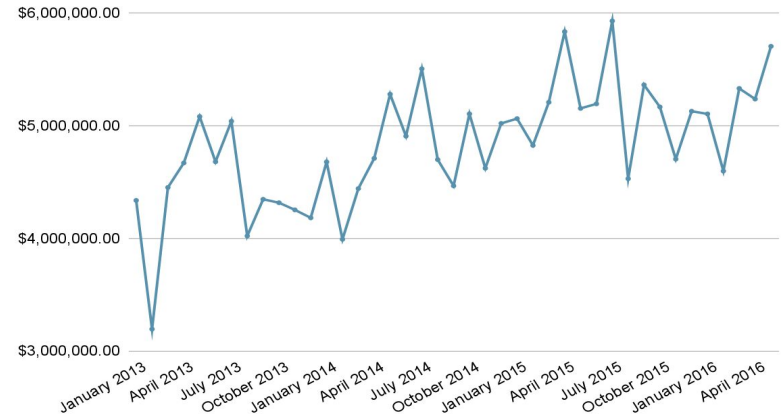
#4:

**Total Monthly Sales on a 12
month rolling basis**

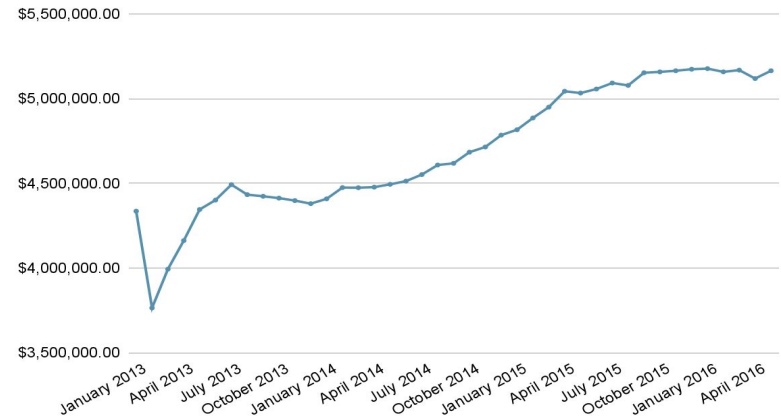
#4 Total Monthly Sales on a 12 month rolling basis:

- Using this query alongside a visual representation, we see that WWI generally has stronger sales during late Spring/early Summer months (April - July), and surprisingly does not have a peak during the holidays months
- When sales are smoothed over a 12 month avg, we see that WWI has strong growth in 2014 and 2015, but is showing signs of stagnation in 2016

Monthly Total Sales



Rolling 12 Month Avg. Sales



[Link to SQL Code](#)

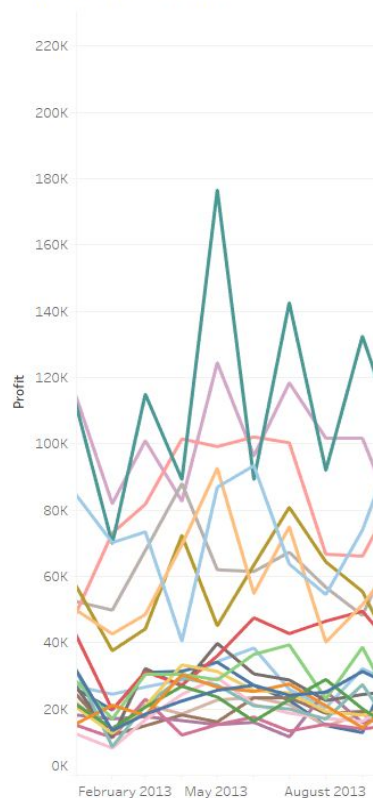
#5:

Total Monthly Item Sales

#5 Total Monthly Item Sales:

- Our two queries (alongside a visualization on Tableau) show that there is a large difference between the performance of individual items
- On average only ~7 items consistently generate over \$40k in profit
- The highest profit generating items are packaging materials compared to novelty items
- WWI could benefit from categorizing its product (apparel, packaging, sweets, etc), and then perform further analysis on biggest profit drivers

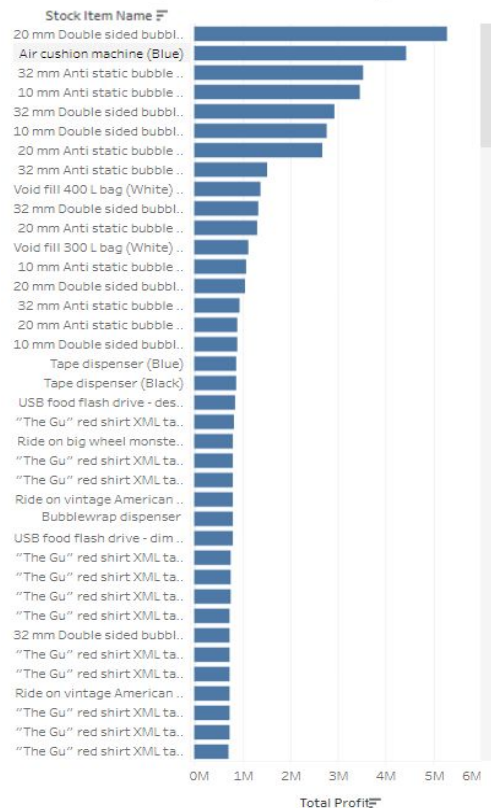
Item Sales per Month



[Link to Full Line Graph](#)

[Link to SQL Code](#)

WorldWideImporters Total Profit by Item



[Link to Full Bar Graph](#)