The analysis was performed based on data obtained using SQL queries, which are located in the

queries.sql file. These queries were directed to the created database in order to obtain key

information for further analysis.

1. **Which products are sold most often? (Answer in file 1\_sales\_total.xlsx)**

ZB4BG014, NSYCTL401DLAG, MP130-230T

1. **What are the sales trends by month/days?**

Answer in file 2\_sales\_trends\_by\_month\_days.xlsx

1. **Which days of the week generate the highest sales? (3\_sales\_in\_days\_of\_the\_week.xlsx)**

Czwartek, Środa, Wtorek

1. **Which customers generate the most revenue? (4\_value\_of\_purchases\_per\_customer.xlsx)**

Pinnacle Innovations sp. j., Agile Technologies, Strategic Ventures sp. j.

1. **What is the average value of orders?**

2581844,81

1. **What are the average sales in each voivodeship? (6\_average\_sales\_per\_voivodeship.xlsx)**

|  |  |
| --- | --- |
| pomorskie | 3 078 388,06 |
| warmińsko-mazurskie | 2 906 301,51 |
| wielkopolskie | 2 865 977,74 |
| kujawsko-pomorskie | 2 762 644,66 |
| łódzkie | 2 672 663,22 |
| zachodniopomorskie | 2 469 486,05 |
| świętokrzyskie | 2 447 660,09 |
| podlaskie | 2 406 749,60 |
| lubelskie | 2 288 586,62 |
| małopolskie | 2 239 906,06 |
| dolnośląskie | 2 219 973,28 |
| śląskie | 2 184 968,88 |
| mazowieckie | 0,00 |
| opolskie | 0,00 |
| podkarpackie | 0,00 |
| lubuskie | 0,00 |

1. **Which products are running low? (7\_products\_running\_out.xlsx)**

ATV650D55N4E, AR1MA010, VVD0

1. **What are the profit margins on each product?**

Answer in file 8\_margin\_per\_product.xlsx

1. **Which products have the highest return on investment (ROI)? (9\_ROI\_per\_product.xlsx)**

VZ18, TM5SPS2, TM5ACTB52FS, TM5ACTB12PS, TM4PDPS1

1. **What are the projected revenues based on current sales trends?**

Answer in file 10\_projected\_revenues.xlsx

1. **What products should be promoted to increase sales? (11\_high-margin\_but\_low-selling\_products.xlsx)**

VBDN12, BMH1013P12A2A, BSH0553T21F2A

1. **Which salesman has completed the most transactions? (12\_number\_of\_transactions\_per\_salesman.xlsx)**

Jonasz Olkiewicz

1. **Which salesman sold the most products? (13\_number\_of\_products\_sold\_per\_salesman.xlsx)**

Kamil Piniewski

1. **Which salesman generated the most revenue? (14\_most\_revenue\_per\_salesman.xlsx)**

Jan Farel

1. **Which salesman sold the most in each voivodeship? (15\_salesmen\_in\_the\_voivodeships.xlsx)**

|  |  |
| --- | --- |
| dolnośląskie | Marcin Lobo |
| kujawsko-pomorskie | Marcin Lobo |
| lubelskie | Jan Farel |
| lubuskie | !Lack of sales! |
| łódzkie | Jan Farel |
| małopolskie | Jan Farel |
| mazowieckie | !Lack of sales! |
| opolskie | !Lack of sales! |
| podkarpackie | !Lack of sales! |
| podlaskie | Jan Farel |
| pomorskie | Marcin Lobo |
| śląskie | Marcin Lobo |
| świętokrzyskie | Marcin Lobo |
| warmińsko-mazurskie | Kamil Piniewski |
| wielkopolskie | Kamil Piniewski |
| zachodniopomorskie | Jan Farel |

1. **What is the average value of an order for a particular salesman? (16\_average\_order\_value\_per\_salesman.xlsx)**

|  |  |  |
| --- | --- | --- |
| Jan | Farel | 2808763,65 |
| Kamil | Piniewski | 2649890,25 |
| Marcin | Lobo | 2559878,17 |
| Jonasz | Olkiewicz | 2318103,60 |

1. **Which products bring in the most revenue in each voivodeship? (17\_most\_popular\_products\_in\_voivodeships.xlsx)**

|  |  |
| --- | --- |
| pomorskie | VW3A5501 |
| warmińsko-mazurskie | VW3A5501 |
| małopolskie | VW33MF010T6N6 |
| wielkopolskie | REL51040 |
| kujawsko-pomorskie | VW33MASP1 |
| zachodniopomorskie | VW33MF10511 |
| łódzkie | VVD2 |
| dolnośląskie | GB2CB07 |
| podlaskie | HMIDT952 |
| śląskie | ATV212WD15N4 |
| świętokrzyskie | VW3E1078R070 |
| lubelskie | LP1K06013BD3 |
| podkarpackie | !Lack of sales! |
| opolskie | !Lack of sales! |
| lubuskie | !Lack of sales! |
| mazowieckie | !Lack of sales! |

1. **Which products have the lowest profit margins? (18\_lowest\_margin.xlsx)**

3782811, 2054PNNMN, 2070101

1. **Which products are most seasonal? (19\_products\_seasonality.xlsx)**

M9XUP312, C2532D250, BMI1013P07A

1. **What is the average time between orders for each customer?**

Answer in file 20\_average\_time\_between\_orders.xlsx

1. **What are the monthly, quarterly and annual sales trends?**

The answers are on files: 21\_monthly\_sales\_trends.xlsx, 21\_quarterly\_sales\_trends.xlsx, 21\_yearly\_sales\_trends.xlsx

1. **How are sales in each product category changing?**

Answer in file total\_sales\_for\_ranges\_by\_years.xlsx

1. **Which days of the week are most popular with customers?**

Piątek, Niedziela, Środa

1. **What is the average order value depending on the day of the week? (24\_average\_order\_per\_day\_of\_the\_week.xlsx)**

|  |  |
| --- | --- |
| Niedziela | 2177362,36 |
| Sobota | 2352276,09 |
| Poniedziałek | 2381393,18 |
| Piątek | 2384089,93 |
| Wtorek | 2714186,06 |
| Środa | 2961531,24 |
| Czwartek | 3117363,89 |

1. **What quantity did a particular salesman sell to a particular consumer?**

Answer in file 25\_particular\_salesman\_to\_particular\_consumer.xlsx

1. **Which supplier delivered the most products? (26\_total\_quantity\_supplied.xlsx)**

Bengaluru Breezeway Solutions

1. **What is the average cost of purchasing products from each supplier?**

Answer in file 27\_average\_cost\_per\_supplier.xlsx

1. **Which suppliers have the largest share of sales? (28\_suppliers\_share\_of\_sales.xlsx)**

Deccan Dynamics, TajTech Enterprises, CurryCraft Technologies

1. **Which voivodeships have the highest year-on-year sales growth, and which generate the most revenue? (29\_voivodeships.xlsx)**

świętokrzyskie, wielkopolskie, kujawsko-pomorskie

1. **Which suppliers account for the largest share of purchases (percentage)? (30\_share\_of\_purchases.xlsx)**

Mumbai Mirage Enterprises, TajTech Enterprises, Future Solutions sp. z o. o.