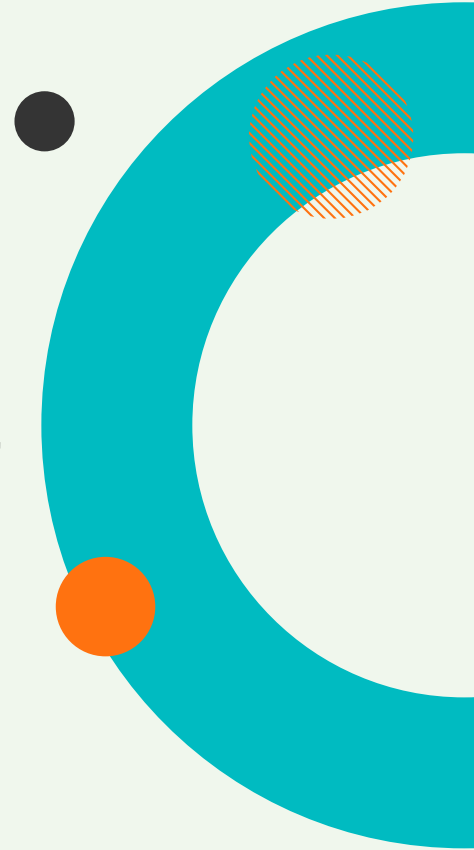# DQLab

Project Data Analysis for Retail: Sales Performance Report

Contents

- Dataset and Goals
- DQLab Store Overall Performance
- DQLab Store Promotion Effectiveness and Efficiency
- Customer Analytics

Objective

- **Overall performance for total order and total sales order from 2009-2012 and Overall performance DQLab by subcategory product**
- **Find Effectivity and Eficient about promotion with measure burn rate from promotion**
- **Analisa terhadap customer setiap tahunnya. Analyze customer every year, total new customer and find retention customer in 2009**

Overall Performance DQLab Store

Full code:
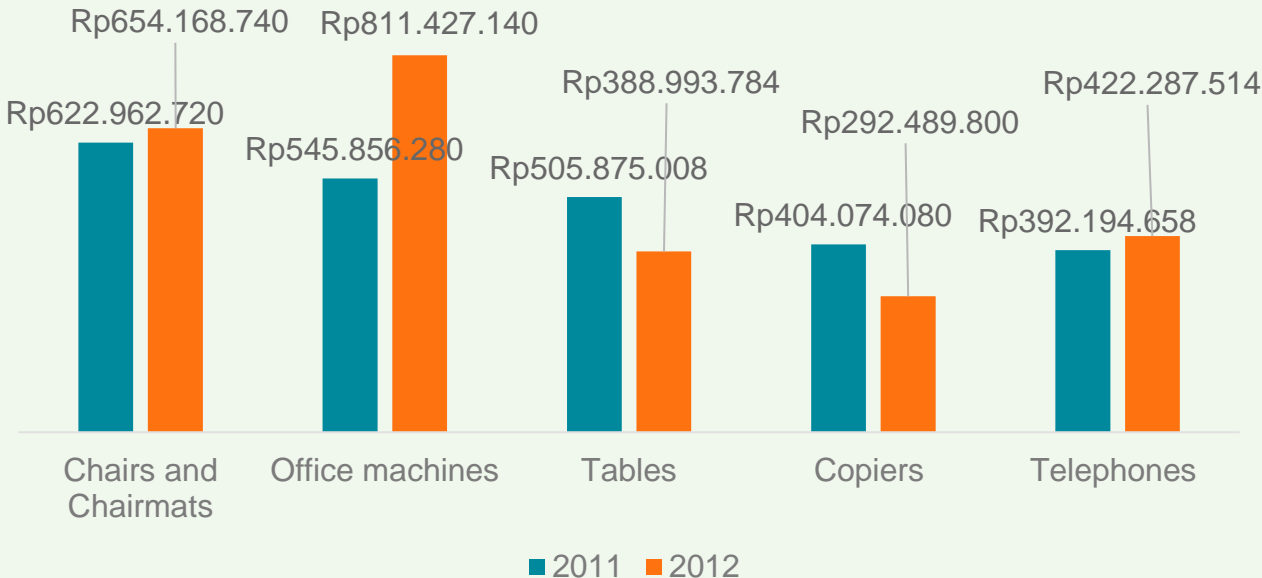**https://github.com/MRHalawi12/Project-Data-Analysis-for-Retail-Sales-Performance-Report-QUERRY-SQL-**
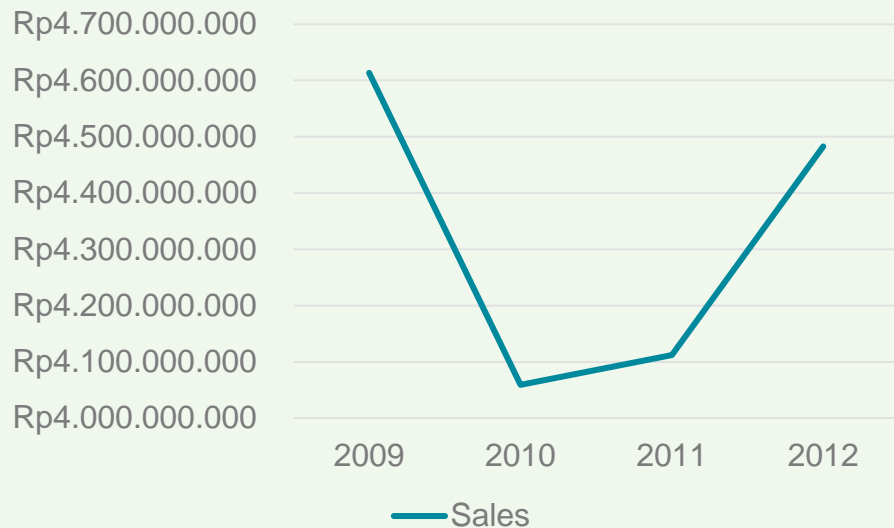
Order

Sales


```
+-------+------------+-----------------+
| years | sales      | number of order |
+-------+------------+-----------------+
|  2009 | 4613872681 |            1244 |
|  2010 | 4059100607 |            1248 |
|  2011 | 4112036186 |            1178 |
|  2012 | 4482983158 |            1254 |
```

Overall Performance DQLab Store

Full code:

Sales per Sub category

years	product_sub_category	sales
2011	Chairs & Chairmats	622962720
2011	Office Machines	545856280
2011	Tables	505875008
2011	Copiers and Fax	404074080
2011	Telephones and Communication	392194658
2011	Binders and Binder Accessories	298023200
2011	Storage & Organization	285991820
2011	Appliances	272630020
2011	Computer Peripherals	232677960
2011	Bookcases	169304620
2011	Office Furnishings	160471500
2011	Paper	111080380
2011	Pens & Art Supplies	43093800
2011	Envelopes	36463900
2011	Labels	15607780
2011	Scissors, Rulers and Trimmers	12638340
2011	Rubber Bands	3090120
2012	Office Machines	811427140
2012	Chairs & Chairmats	654168740
2012	Telephones and Communication	422287514
2012	Tables	388993784
2012	Binders and Binder Accessories	363879200
2012	Storage & Organization	356714140
2012	Computer Peripherals	308014340
2012	Copiers and Fax	292489800
2012	Appliances	266131100
2012	Office Furnishings	178927480
2012	Bookcases	159984680
2012	Paper	126896160
2012	Envelopes	58629280
2012	Pens & Art Supplies	43818480
2012	Scissors, Rulers and Trimmers	36776400
2012	Labels	10007040
2012	Rubber Bands	3837880

Promotion Effectiveness and Customer Transaction

PROMOTION EFFECTIVENESS

— Burn rate

4,5% 2009
4,8% 2010
5,2% 2011
5,0% 2012
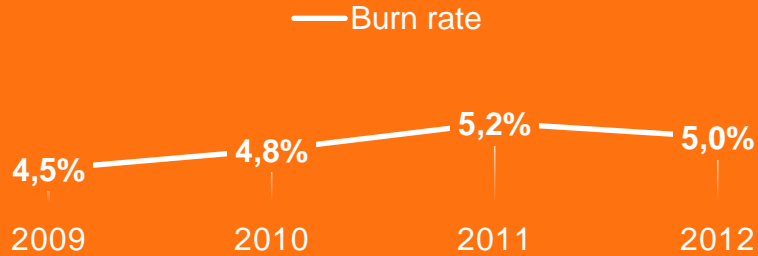
```
+--------+------------+-----------------+----------------------+
| years  | sales      | promotion_value | burn_rate_percentage |
+--------+------------+-----------------+----------------------+
| 2009   | 4613872681 |       214330327 |                 4.65 |
| 2010   | 4059100607 |       197506939 |                 4.87 |
| 2011   | 4112036186 |       214611556 |                 5.22 |
| 2012   | 4482983158 |       225867642 |                 5.04 |
+--------+------------+-----------------+----------------------+
```

CUSTOMER

585 2009
593 2010
581 2011
594 2012
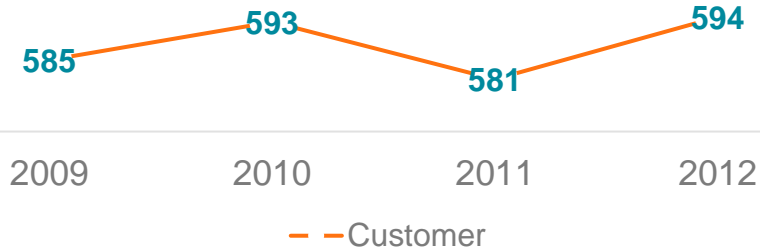
– – Customer

```
+--------+--------------------+
| years  | number_of_customer |
+--------+--------------------+
|  2009  |                585 |
|  2010  |                593 |
|  2011  |                581 |
|  2012  |                594 |
+--------+--------------------+
```

Conclusion

- Overall DQLab Store's Performance every year always have different sales, but in peak performance sales at 2019 and order at 2021. this is describe in 2009 have more than effectivity than 2012 because the order it's not much but have a big sales
- For performance per subcategory in 2011. there's top five product have biggest sales : chairs, Office Machines, Tables, copiers and Telephone. In 2012 only table and copiers got decreases sales. This is because theses 2 goods quality are decrease.
- For customer Analysis at 2019- 2012 have fluctuate total customer, and biggest customer in 2012. In 2011 Ipromotion are not effective because the the burn rate are so high but the customer decreased dramatically. but in 2012 getting better for promotion. They just need decrease the promotion value but the sales increased high. I think in 2012 the DQLab Store do effective promotion and not wasting not important cost.
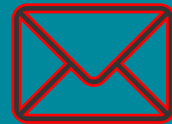
THANK YOU

Contact Me

https://github.com/MRHalawi12
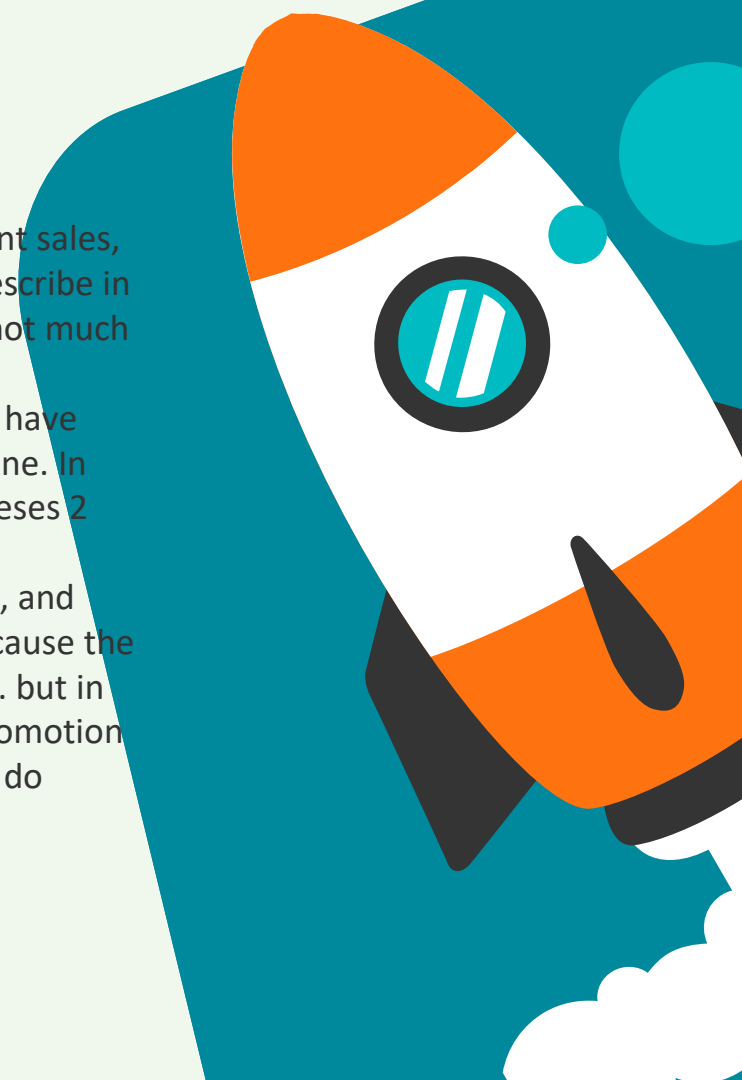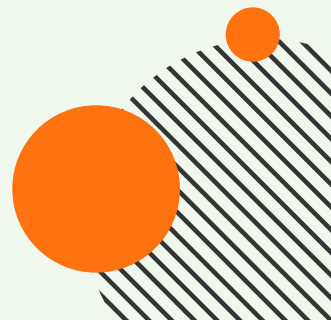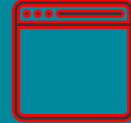
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