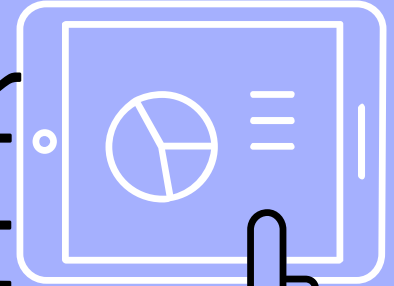
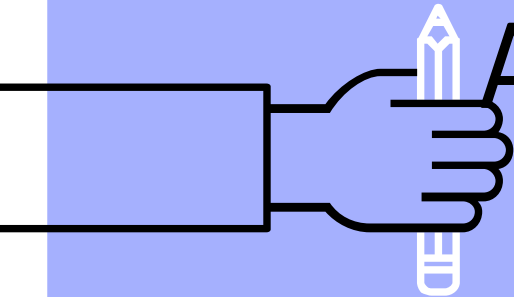
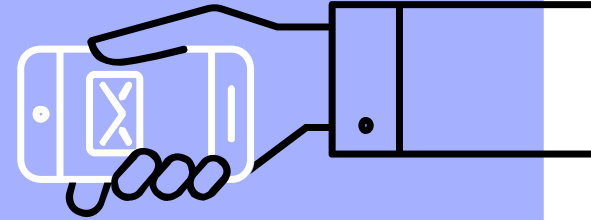
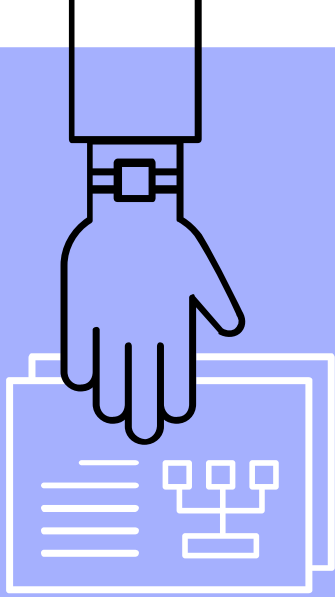
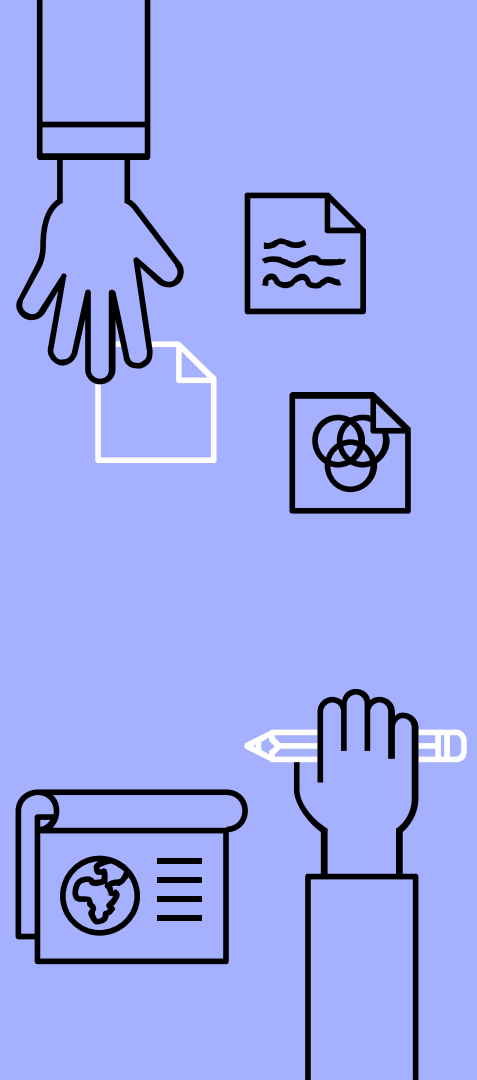


Project Data Analysis for B2B Retail: Customer Analytics Report



Content

- ▶ **Introduction**
- ▶ **Growth Sales Today**
- ▶ **Customer Analytic**



Introduction

On this project I will process data from xyz.com for the purpose:

- To know growth sales
- Customer Xyz.com
- Analyze product category
- And find active customers



Dataset

- ▶ Table orders_1 = transaction in Quarter 1 (Jan-Mar 2004)
- ▶ Table orders_2 = transaction in Quarter 2 (Apr-Jun 2004)
- ▶ Table Customers = Customer Profile



Growth Sales and Revenue

Total Sales



Growth Sales

-22%

Revenue



Growth Revenue

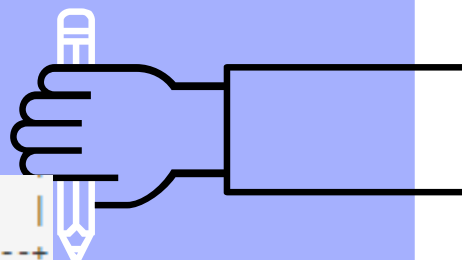
-24%

Table and Query

Query

```
SELECT SUM(quantity) AS total_pejualan,  
SUM(quantity*priceeach) AS revenue  
FROM  
(SELECT orderNumber, status, quantity,  
priceEach, '1' AS quarter FROM orders_1  
UNION  
SELECT orderNumber, status, quantity,  
priceEach, '2' AS quarter FROM orders_2) AS  
tabel_a  
WHERE  
status = 'Shipped'  
GROUP BY quarter;
```

Output



total_pejualan	revenue
8694	799579310
6717	607548320

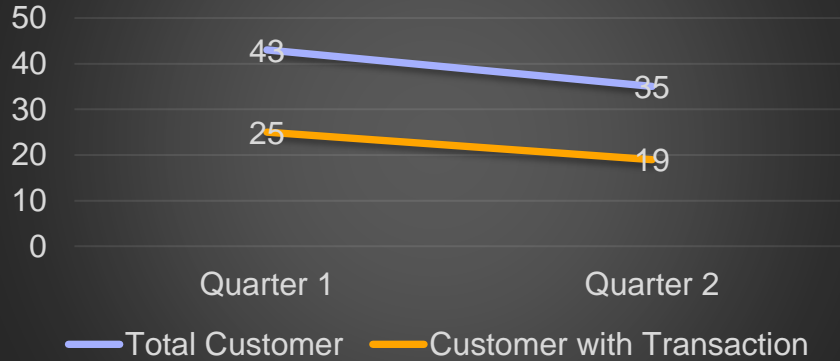
Formula For Find Growth sales and Revenue

%Growth Sales = (orders 2 – orders1)/orders1

%Growth Revenue = (orders 2– Orders1)/ Orders1

Customer XYZ.com Status

Customer Status

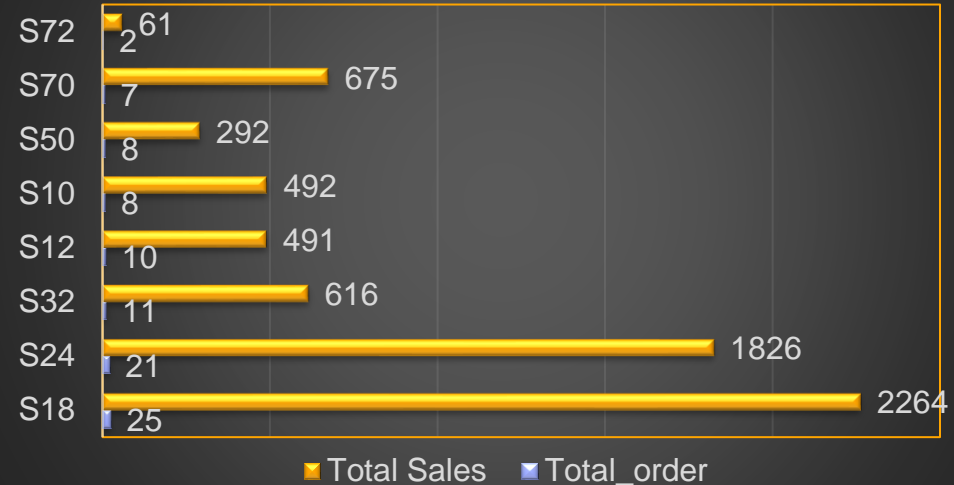


Customer Still active after first Transaction

Q1: 1 person

Q2: 24 Persons

Product category



Query



Total customer

```
SELECT quarter,
COUNT(DISTINCT
customerID) total_customers
FROM (SELECT
customerID,createDate,QUA
RTER(createDate) quarter
FROM customer
WHERE createDate
BETWEEN '2004-01-01' AND
'2004-06-30') tabel_b
GROUP BY quarter
```

Total customer
Do the Transaction

```
SELECT quarter,
COUNT(DISTINCT
customerID) total_customers
FROM (SELECT
customerID,createDate,
QUARTER(createDate)
quarter
FROM customer
WHERE
createDate BETWEEN '2004-
01-01' AND '2004-07-30')
tabel_b
WHERE customerID IN
(SELECT customerID FROM
orders_1 UNION
SELECT customerID FROM
orders_2 )
GROUP BY quarter;
```

Total product ordered in
Q2

```
SELECT
LEFT(productCode,3)
categoryID,
COUNT(DISTINCT
orderNumber) total_order,
SUM(quantity)
total_penjualan
FROM (
SELECT productCode,
orderNumber, quantity,
status
FROM orders_2
WHERE status = "Shipped"
) tabel_c
GROUP BY categoryID
ORDER BY total_order
DESC;
```

Customer still active after
first transaction

```
SELECT
COUNT(DISTINCT
customerID) as
total_customers FROM
orders_1;
#output = 25
SELECT '1' quarter,
COUNT(DISTINCT
customerID)*100/25 Q2
FROM orders_1
WHERE customerID IN (
SELECT DISTINCT
customerID
FROM orders_2
)
```

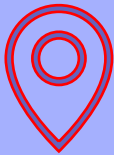

Conclusion

- ▶ After Process Data in SQL Query I can make conclusion:
- 1. Xyz.com performance is significantly decreased in Q2, we can see revenue dropping from 20% and 24%
- 2. total customer still decreased until Q2 and that's not good for next Quarter
- 3. Interest new customer to buy in xyz.com still not good, it just 56% customer do the transaction. Maybe the marketing team and product development need to learn about consumer behavior and make product improvement, so conversion rate can be increased.
- 4. Product S18 and S24 have 50% contribution from total order and 60% from total sales, so xyz.com can focus to develop S18 and S24 Category
- 5. Retention Rate Customer Xyz.com really low it's just 24%, that's mean many customer already buy at Q1 but not comeback to transaction in Q2.
- 6. Xyz.com have negative Growth in Q2 and need to make a new improvement in product and marketing, if want to get target in next Quarter. I think retention rate and conversion rate is main factor to customer not satisfied with xyz.com

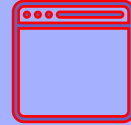
THANK YOU
VERY MUCH!



Contact Me



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