



# **Northwind Sales Report**

by using MySQL Workbench

## What this report will cover

- Performance Indicators (KPI)
- Trend Analysis
- Customer Insights

Developed a comprehensive sales report for the Northwind database, analyzing key performance indicators, sales trends, and customer insights.

- Queried the database using SQL to extract relevant sales data.
- Generated reports on total sales revenue, monthly sales trends, top customers, and product performance.
- Visualized data using Power BI to provide clear and actionable insights.
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## **Responsibilities:**

- Queried the database using SQL to extract relevant sales data.
- Generated reports on total sales revenue, monthly sales trends, top customers, and product performance.
- Visualized data using Power BI to provide clear and actionable insights.

**Description:**  
**Developed a comprehensive sales report for the Northwind database, analyzing key performance indicators, sales trends, and customer insights.**

# Total Sales Revenue

```
use northwind;  
  
SELECT SUM(od.UnitPrice * od.Quantity) AS TotalRevenue  
FROM Order_Details od;
```

	TotalRevenue
▶	1356335

# Monthly Sales Trend

```
SELECT YEAR(o.OrderDate) AS Year, MONTH(o.OrderDate) AS Month,  
       SUM(od.UnitPrice * od.Quantity) AS MonthlyRevenue  
FROM Orders o  
JOIN Order_Details od ON o.OrderID = od.OrderID  
WHERE o.OrderDate >= '1997-05-07' AND o.OrderDate >= '1998-05-06'  
GROUP BY YEAR(o.OrderDate), MONTH(o.OrderDate)  
ORDER BY Year, Month  
LIMIT 0, 1000;
```

Year	Month	MonthlyRevenue
1998	5	3249

# Top 10 Customers by Revenue

```
select c.customerid, c.companyname as CustomerName,  
sum(od.unitprice * od.quantity) as TotalRevenue  
from customers c  
join orders o on c.customerid = o.customerid  
join order_details od on o.orderid = od.orderid  
group by c.customerid, CustomerName  
order by TotalRevenue desc  
limit 10;
```

customerid	CustomerName	TotalRevenue
HUNGO	Hungry Owl All-Night Grocers	57393
RATTC	Rattlesnake Canyon Grocery	52241
HANAR	Hanari Carnes	34188
FOLKO	Folk och fä HB	32662
MEREP	Mère Paillarde	32182
KOENE	Königlich Essen	31729

# Product Sales Report

```
select p.productid, productname,  
sum(od.unitprice * od.quantity) as TotalRevenue  
from products p  
join order_details od on p.productid = od.productid  
join orders o on od.orderid = o.orderid  
group by p.productid, productname  
order by TotalRevenue desc  
limit 10;
```

productid	productname	TotalRevenue
38	Côte de Blaye	150215
29	Thüringer Rostbratwurst	87854
59	Radette Courdavault	76296
60	Camembert Pierrot	50188
62	Tarte au sucre	49467
56	Gnocchi di nonna Alice	44970

# Sales by Category

```
select ct.categoryid, categoryname,  
       sum(od.unitprice * od.quantity) as TotalRevenue  
  from categories ct  
 join products p on ct.categoryid = p.categoryid  
 join order_details od on p.productid = od.productid  
 group by ct.categoryid, categoryname  
order by TotalRevenue;
```

categoryid	categoryname	TotalRevenue
5	Grains/Cereals	100716
7	Produce	105245
2	Condiments	113996
8	Seafood	142363
3	Confections	176679
6	Meat/Poultry	178008

# Sales Performance by Employee

```
select e.employeeid, e.firstname, e.lastname,  
sum(od.unitprice * od.quantity) as TotalSale  
from employees e  
join orders o on e.employeeid = o.employeeid  
join order_details od on o.orderid = od.orderid  
group by e.employeeid, e.firstname, e.lastname  
order by TotalSale desc;
```

employeeid	firstname	lastname	TotalSale
4	Margaret	Peacock	250451
3	Janet	Leverling	213279
1	Nancy	Davolio	202512
2	Andrew	Fuller	178005
7	Robert	King	141489
8	Laura	Callahan	133315

# Average Order Value

```
select avg(AvgOrdValue) as AvgOrdValue  
from(  
select o.orderid,  
sum(od.unitprice * od.quantity) as AvgOrdValue  
from orders o  
join order_details od on o.orderid=od.orderid  
group by o.orderid) as ordertotals;
```

	AvgOrdValue
▶	1634.1386

# Orders by Countries

```
select c.Country, COUNT(o.OrderID) as OrderCount  
from Customers c  
join Orders o on c.CustomerID = o.CustomerID  
group by c.Country  
order by OrderCount DESC;
```

	Country	OrderCount
▶	Germany	122
	USA	122
	Brazil	83
	France	77
	UK	56
	Venezuela	46
	Austria	40
	Sweden	37

Result 12 ×

# Thank you!

