**MSSQL PROJECT:**

**SALES ANALYSIS ON ADVENTURE WORKS 2019 DATABASE**

**QUARTERLY REPORT**

**(MAY-JULY, 2011)**

This Sales analysis report is aimed to provide insights to the following THREE SEGMNENTS NAMELY;

1. Sales by Quantity
2. Sales by Territory
3. Sales by Performance;

Performance by Sales Person

Performance by Product

Performance by Customer Purchase

Using the above segment, I was able to deduce the following insights for the business;

\*Over 200 products were not profitable to the company in the last 3months (they had no sales) thus generated no revenue. The company can reconsider investing in cost of production of such slow-moving products.

\*However, in regions like territory (1, 2, 3 and 4), the company made more sales, particularly, territory (1 and 4) with products like (AWC Logo Cap with total quantity as 1702, Long-sleeve logo jersey with quantity 1446).

Thus, the company should focus on these products and territories as boosters to the total revenue and review production of products with low or no sales.

\*Also, the customer with high purchasing power tends to originate from region 1, therefore, the company should consider seasonal sales or price promotions to enhance brand loyalty and expansion in such regions for market domination.

N-Bien;

I adopted the Sales.SalesorderDetails table as my facts table, as majority of the insights were drawn therein

Data Analysis: inferring trends or patterns from the results of my queries (CTEs).

Subqueries: using nested queries to derive additional information.

Joins: combining data from multiple tables to infer relationships.