

Instructions



This symbol next to the chart name indicates that by hovering over the chart you can find optional metrics and/or drill-down options for that chart.



Press the arrow to Reset the graph to its default view.

Click the link below for more instructions

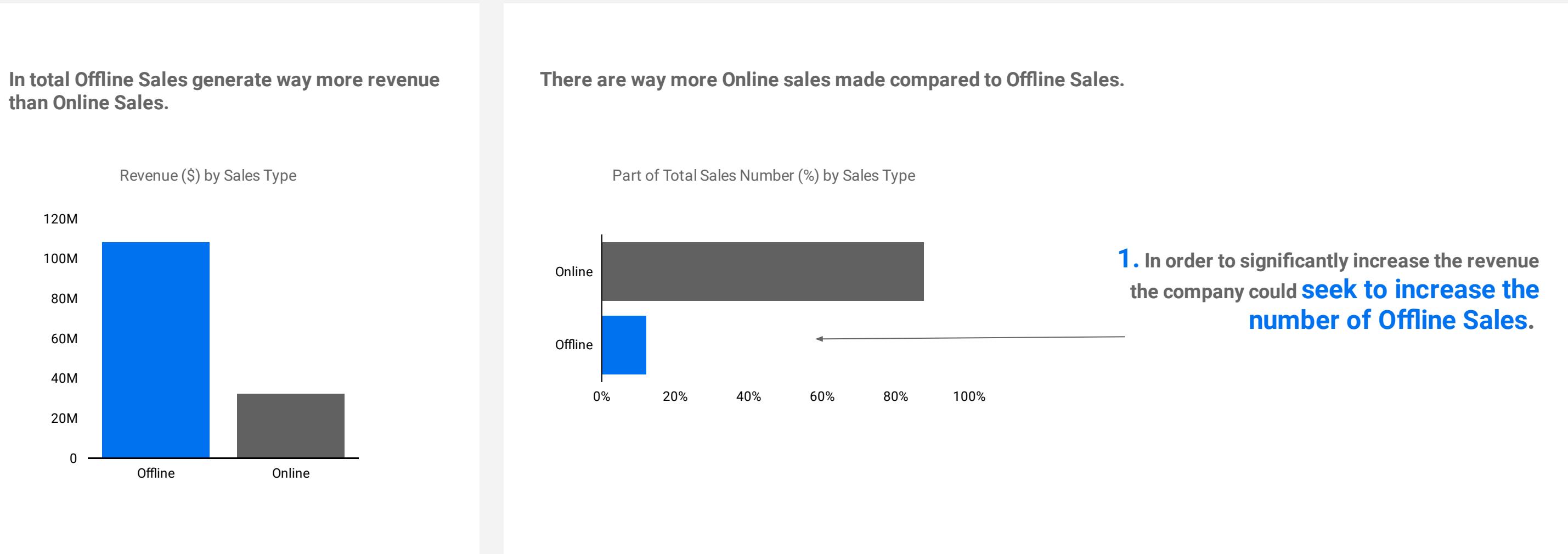
[How to use Looker](#)

How to Increase Sales?

1. Increase Offline Sales

1. Increase Offline Sales: Why Offline Sales?

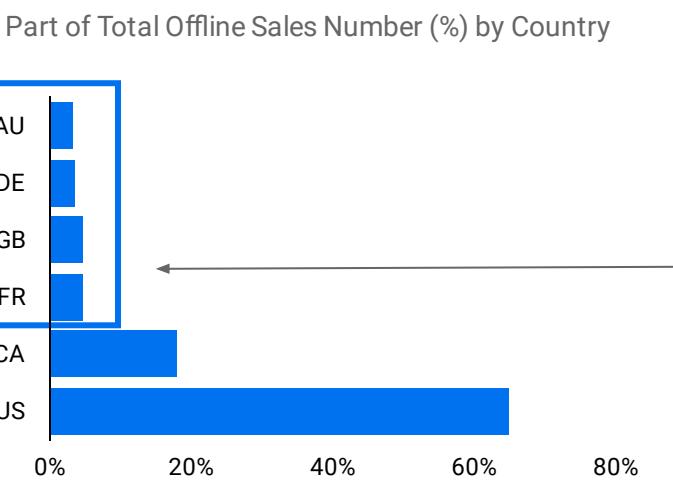
Recommendations based on data from Jul 1, 2001 to Jul 31, 2004



1. Increase Offline Sales: Where?

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004

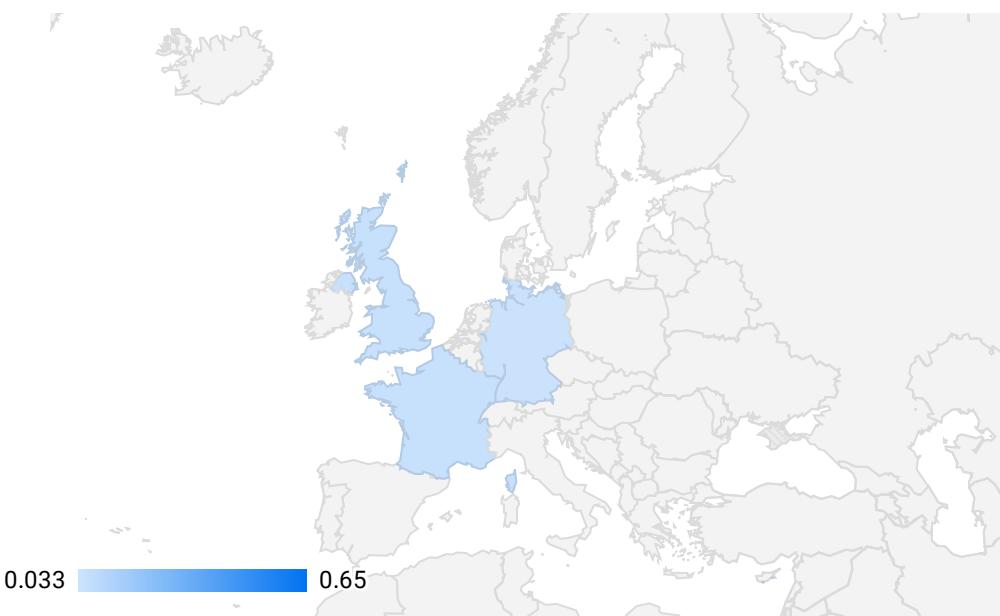
Most of Offline Sales are made in US and Canada (83%). In comparison, Offline Sales outside US and Canada consist only 17% of all Sales.



2. In order to further increase the growth of revenue the company could **focus on growing Offline Sales outside US and Canada.**

For example, the company could expand (e.g. by opening new local stores) to new regions and cities in Germany, France, Great Britain or by starting Offline Sales in other Countries in Europe.

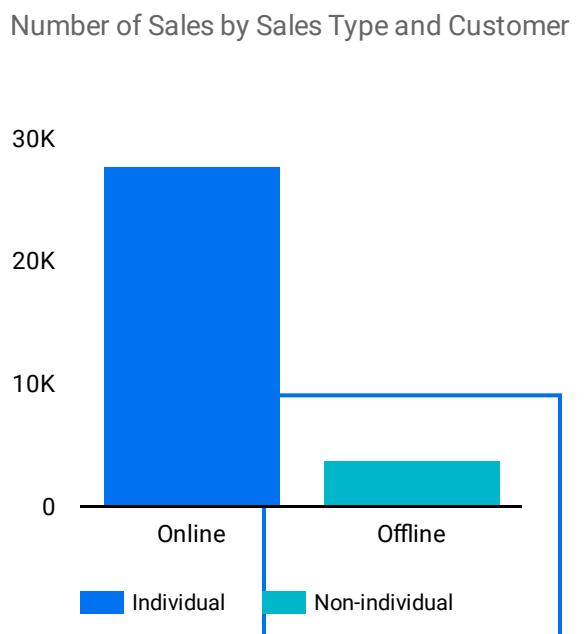
Part of Total Offline Sales Number (%) by Location



1. Increase Offline Sales: Getting New Customers

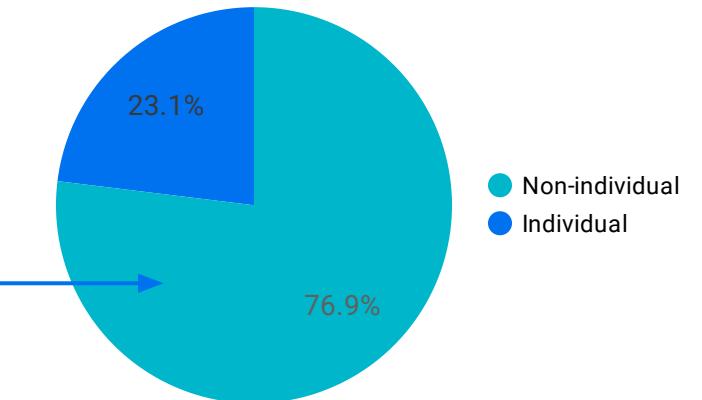
Recommendations based on data from Jul 1, 2001 to Jul 31, 2004

Data show that all customers buying offline are non-individual customers (e.g. businesses).



Non-individual customers (e.g. businesses) who buy offline is only 3.3 % of all customers however they generate 77 % of total revenue.

Part of Total Revenue (%) by Customer Type



3. Therefore, finding new high-paying business customers could significantly increase offline sales revenue.

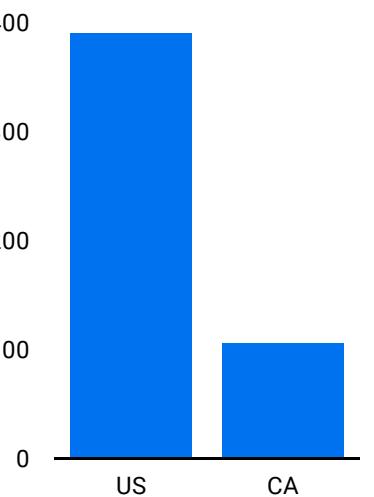
1. Increase Offline Sales: Getting New Customers

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004

There are way more non-individual (e.g. business) customers in US and Canada (78.3%) compared to the rest of countries (21.7%).

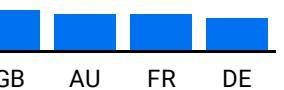
No of Unique Business Customers (US and Canada)

497



No of Unique Business Customers (outside US and Canada)

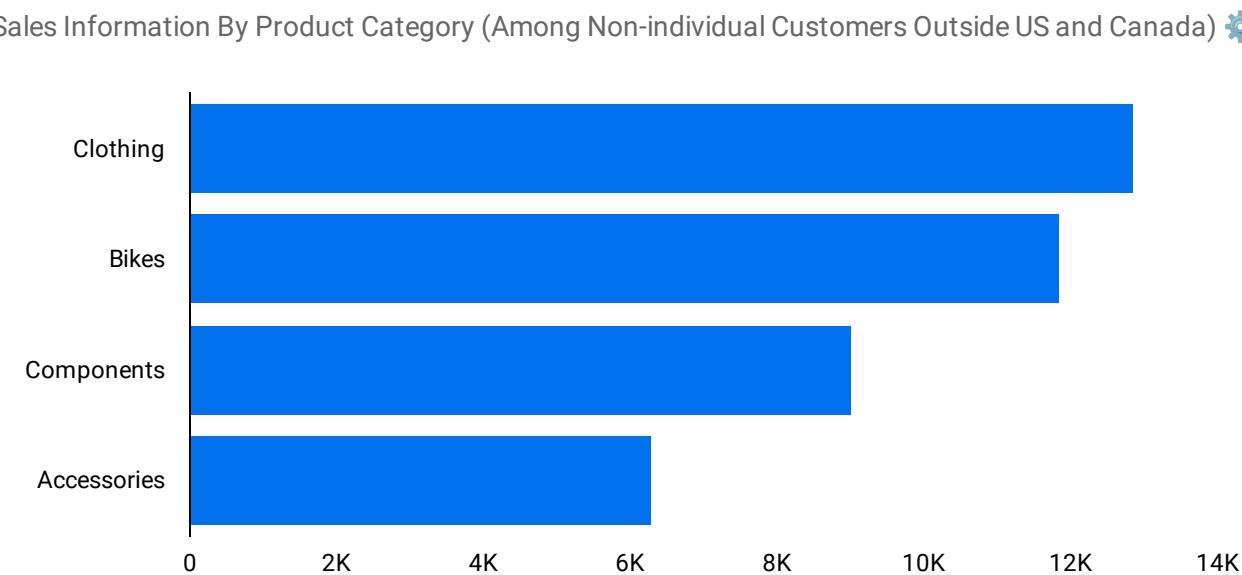
138



4. Therefore one way to increase the number and revenue of Offline Sales could be **attracting new business clients outside US and Canada.**

1. Increase Offline Sales: What Products?

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004



In terms of Order Quantity the most popular product category Outside US and Canada among non-individual customers (e.g. businesses) is Clothing.

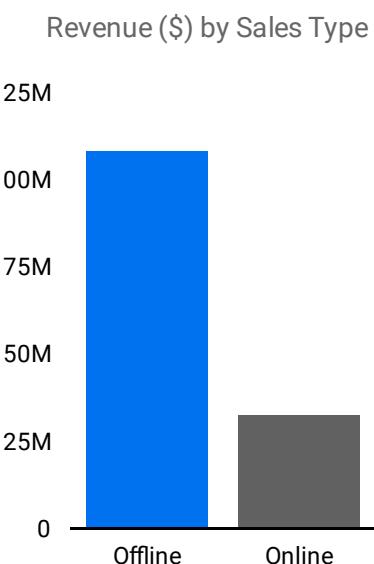
However, selling bikes and components generate way more revenue compared to other categories.

5. So, in order to increase the revenue of offline sales outside US and Canada among business customers the company could try to **increase the number of bike and component sales** (e.g. by using promotions, advertising etc.)

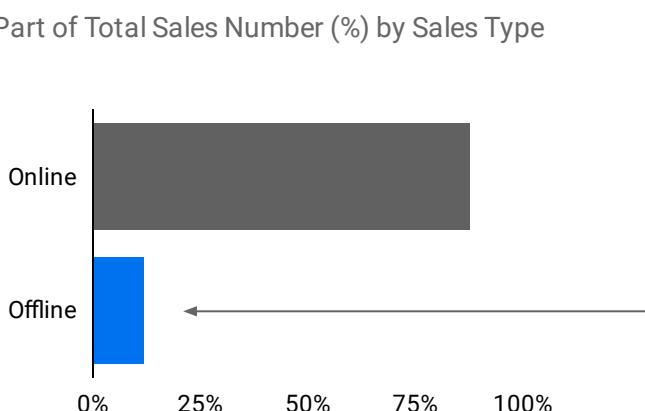
How to Increase Sales? Increase Offline Sales: Summary

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004

In total Offline Sales generate way more revenue than Online Sales.

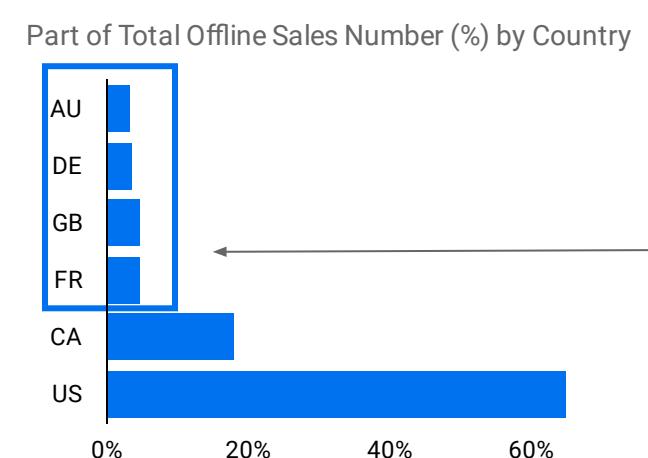


There are way more Online sales made compared to Offline Sales.



1. In order to significantly increase the revenue the company could **seek to increase the number of Offline Sales.**

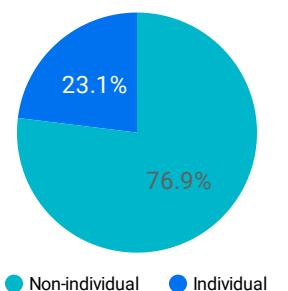
Most of Offline Sales are made in US and Canada (83%). In comparison, Offline Sales outside US and Canada consist only 17% of all Sales.



2. In order to further increase the growth of revenue the company could **focus on growing Offline Sales outside US and Canada.**

Non-individual customers (e.g. businesses) who buy offline is **only 3.3 % of all customers** however they **generate almost 77 % of total revenue.**

3. Therefore, **finding new high-paying business customers** could significantly increase offline sales revenue.



There are way more non-individual (e.g. business) customers in US and Canada (78.3%) compared to the rest of countries (21.7%).

No of Unique Business Customers (US and Canada)
497

No of Unique Business Customers (outside US and Canada)
138

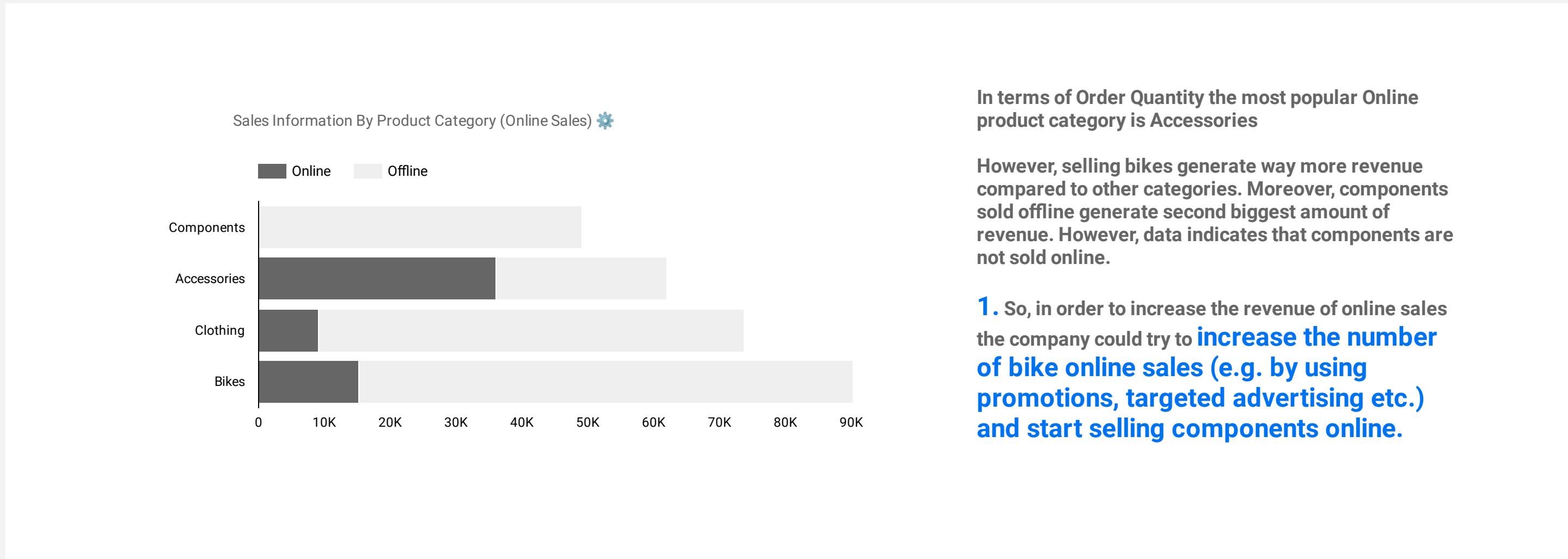
4. Therefore one way to increase the number and revenue of Offline Sales could be **attracting new business clients outside US and Canada.**

5. to increase the revenue of offline sales outside US and Canada among business customers the company could try to **increase the number of bike and component sales** (e.g. by using promotions, advertising etc.)

2. Increase Online Sales

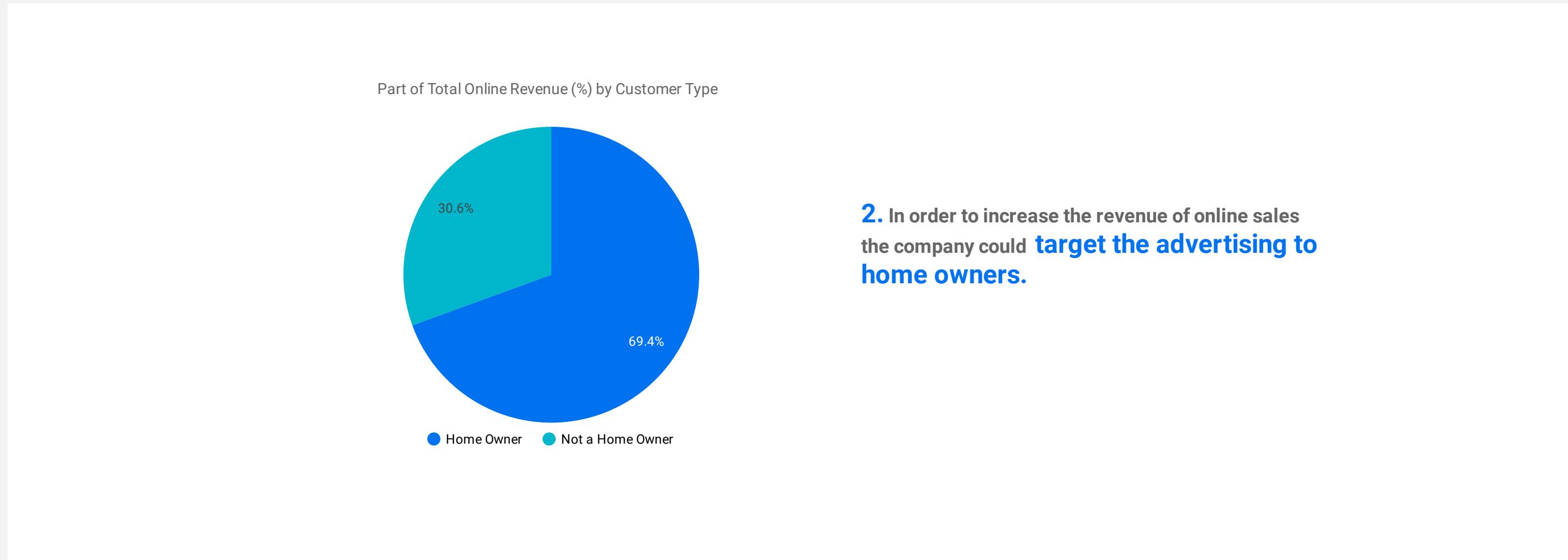
2. Increase Online Sales: What Products?

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004



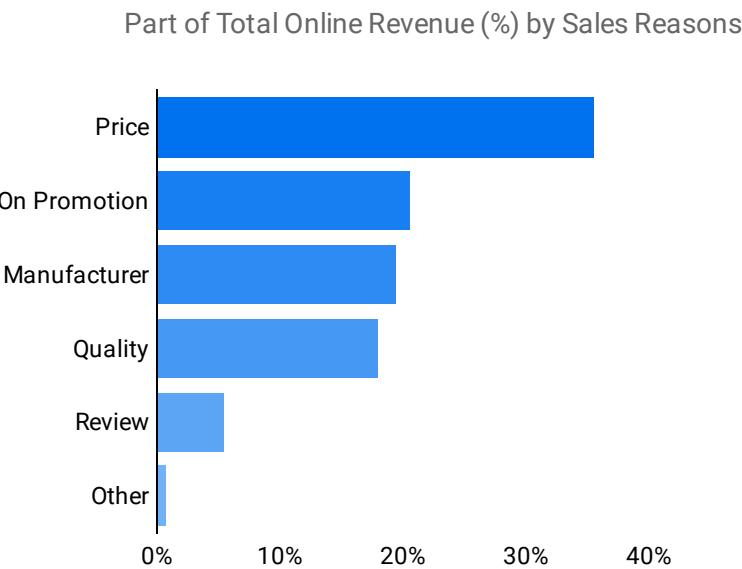
2. Increase Online Sales: What Customers?

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004



2. Increase Online Sales: Promote

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004

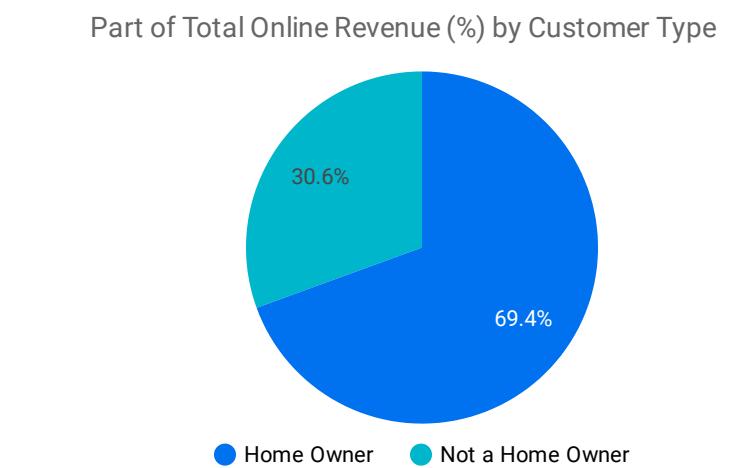
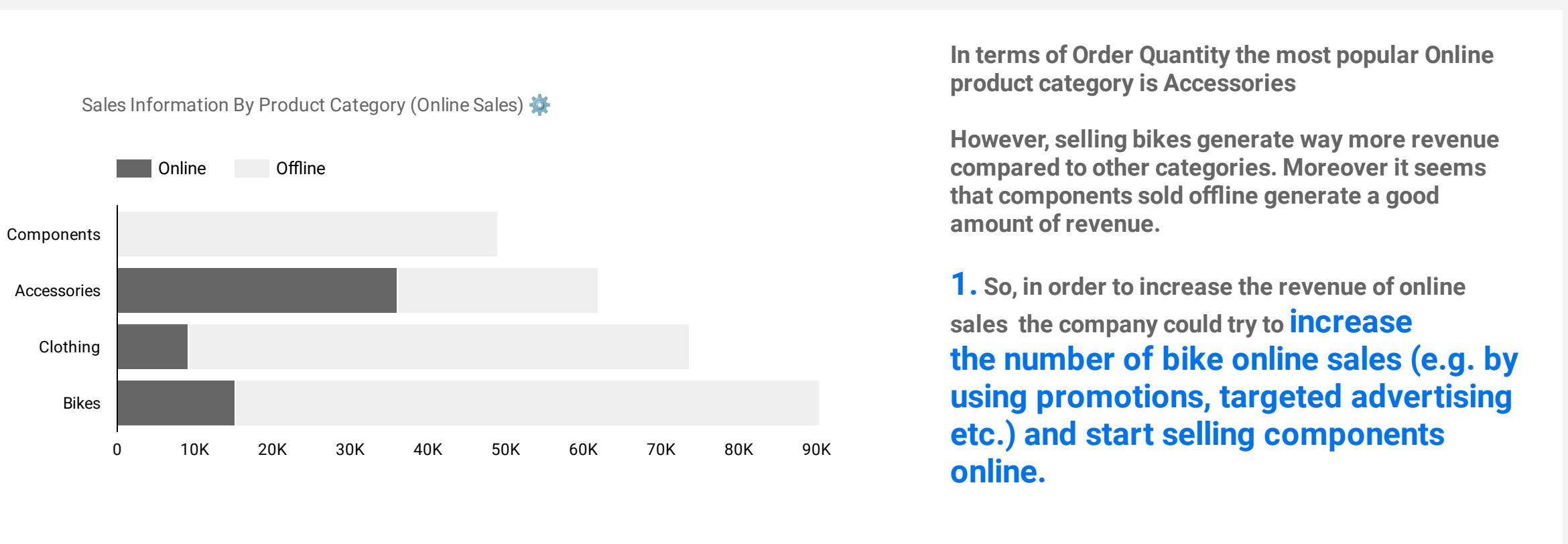


3. In order to increase the revenue of online sales the company could try to extra advertise their **good product prices and quality.**

Increasing the number of discounts could help as well.

2. Increase Online Sales: Summary

Recommendations based on data from Jul 1, 2001 to Jul 31, 2004



2. In order to increase the revenue of online sales the company could **target the online advertising to home owners.**



3. In order to increase the revenue of online sales the company could try to extra advertise their **good product prices and quality.**

Increasing the number of discounts could help as well.

Interactive Sales Dashboard

The Main Sales Overview

Filters

Sales Type ▾

Country ▾

Sales Person ▾

Client Type ▾

Jul 1, 2001 - Jul 31, 2004 ▾

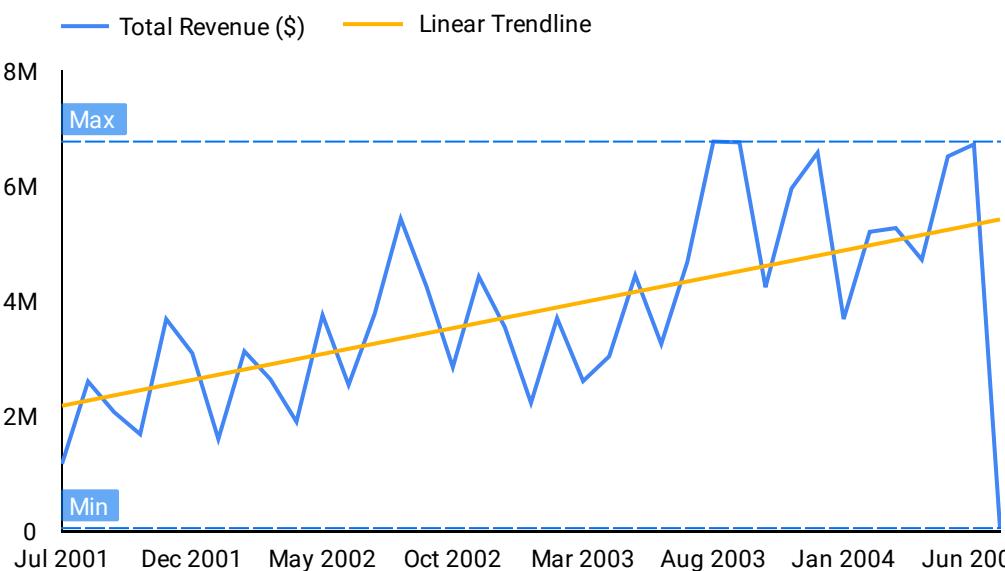
The main KPIs
Compared to previous period

Number of Sales
31,465
↑ N/A

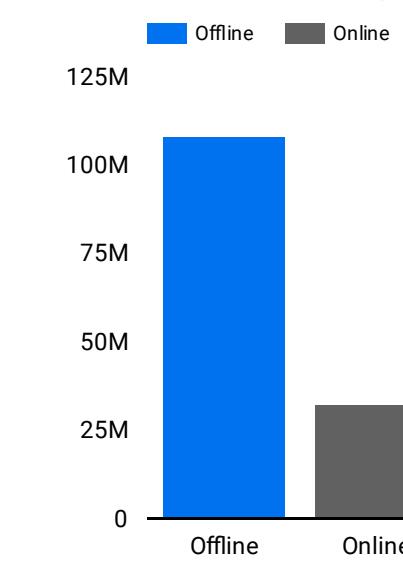
Total Revenue
\$140.71M
No data

Avg. Ship Lag
7.0
No data

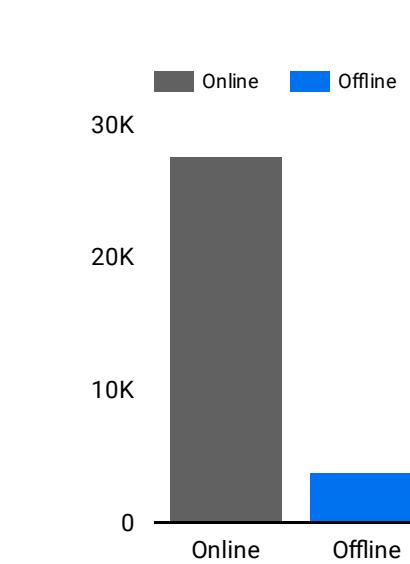
Growth of Revenue Over Time



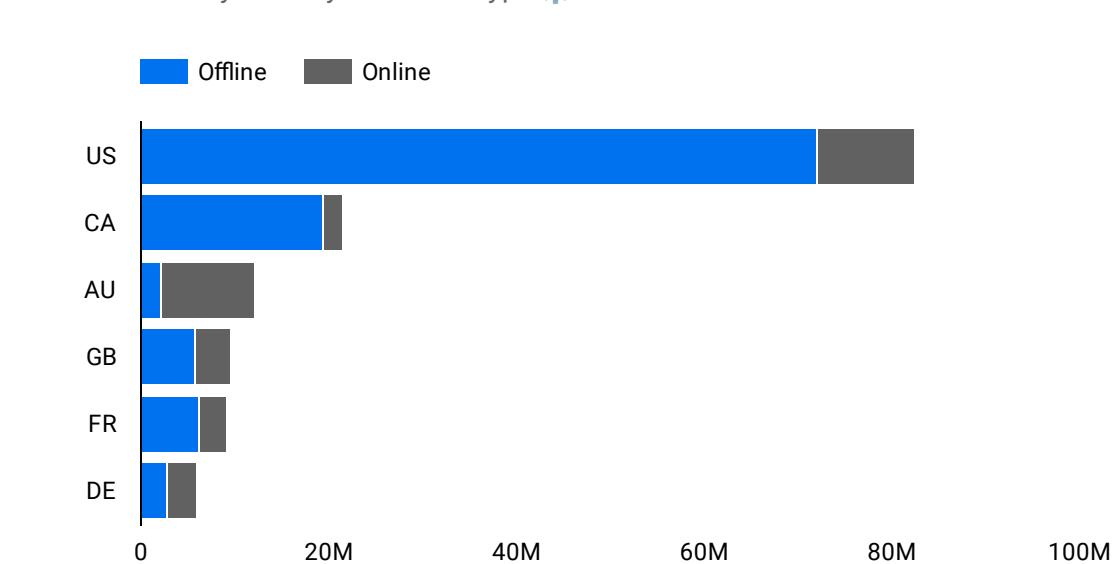
Revenue (\$) by Sales Type



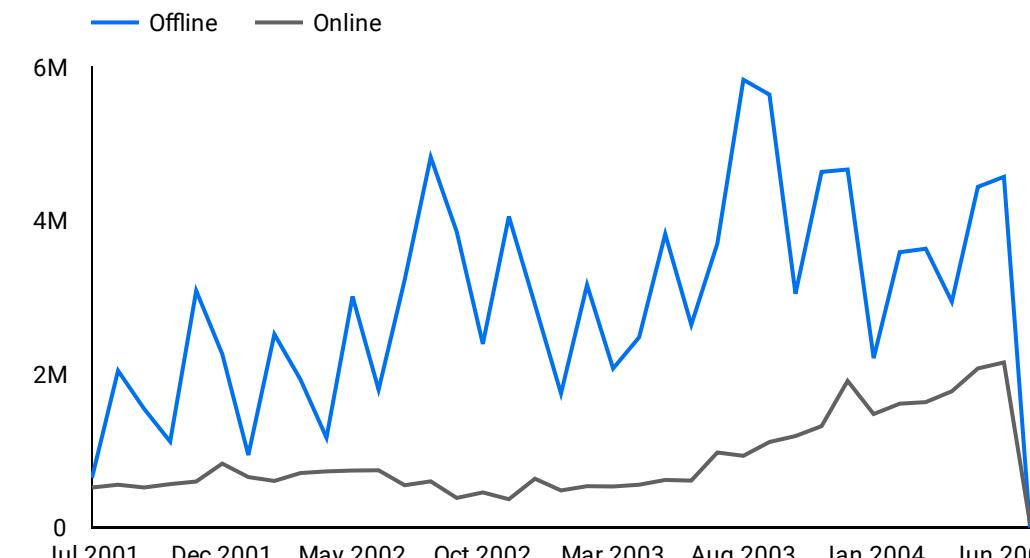
Number of Sales by Sales Type



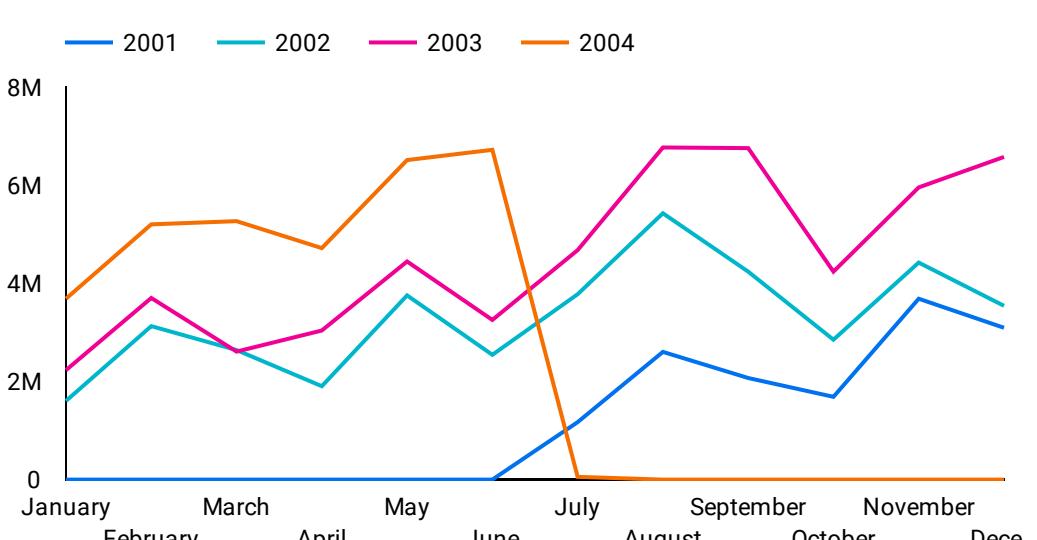
Sales by Country and Sales Type



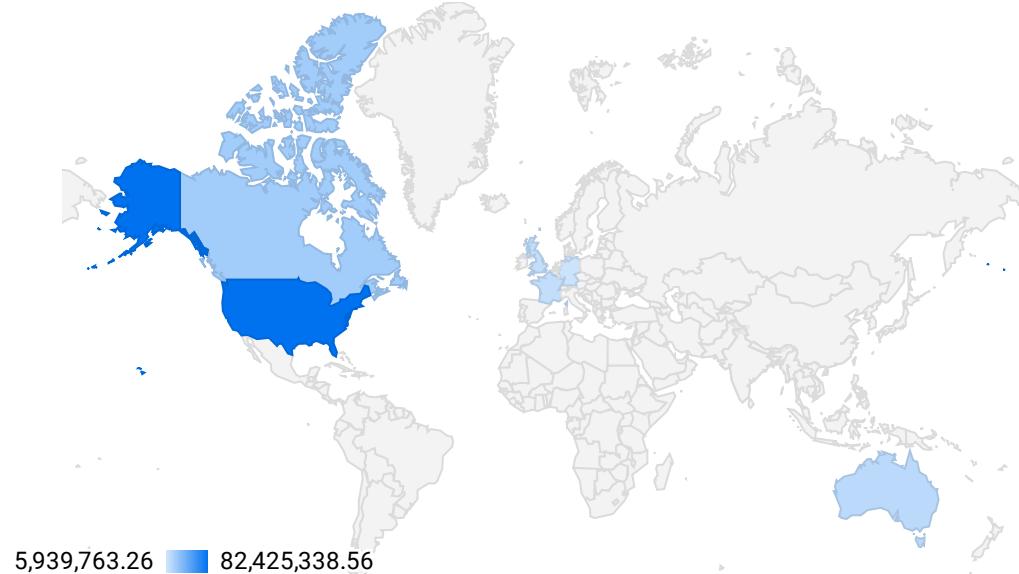
Growth of Sales by Sales Type



Monthly Sales Revenue (\$) by Year



Sales by Location



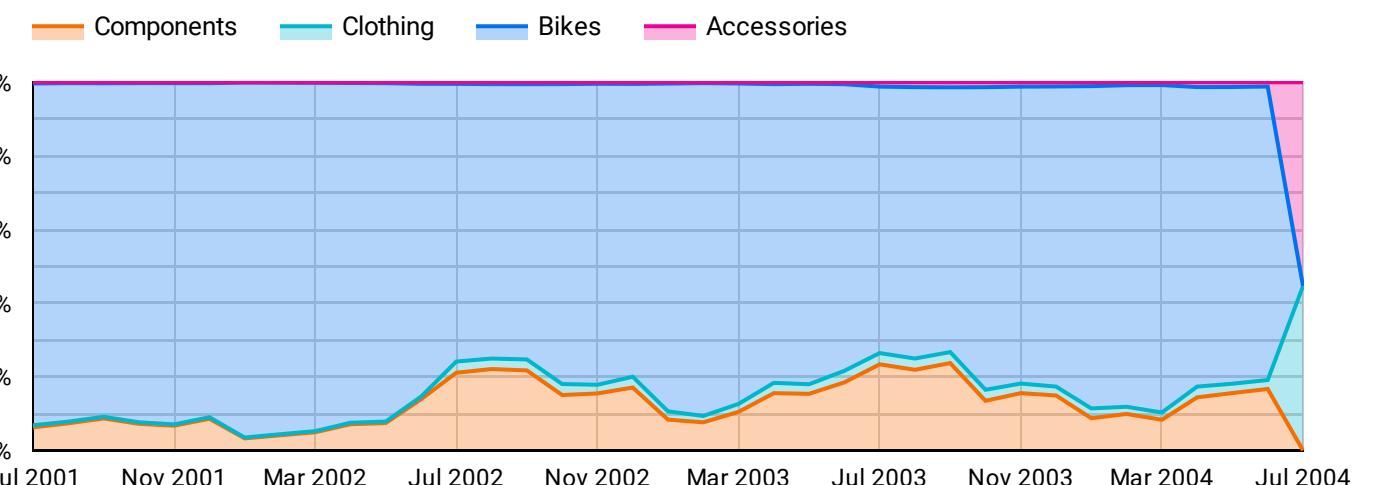
Sales by Products

Filters	SalesType	Country	Sales Person	Client Type	Jul 1, 2001 - Jul 31, 2004	The main KPIs Compared to previous period	Number of Sales 31,465 0.0%	LineTotal 109.8M No data	ShipLag 7.0 No data
----------------	-----------	---------	--------------	-------------	----------------------------	--	--	---------------------------------------	----------------------------------

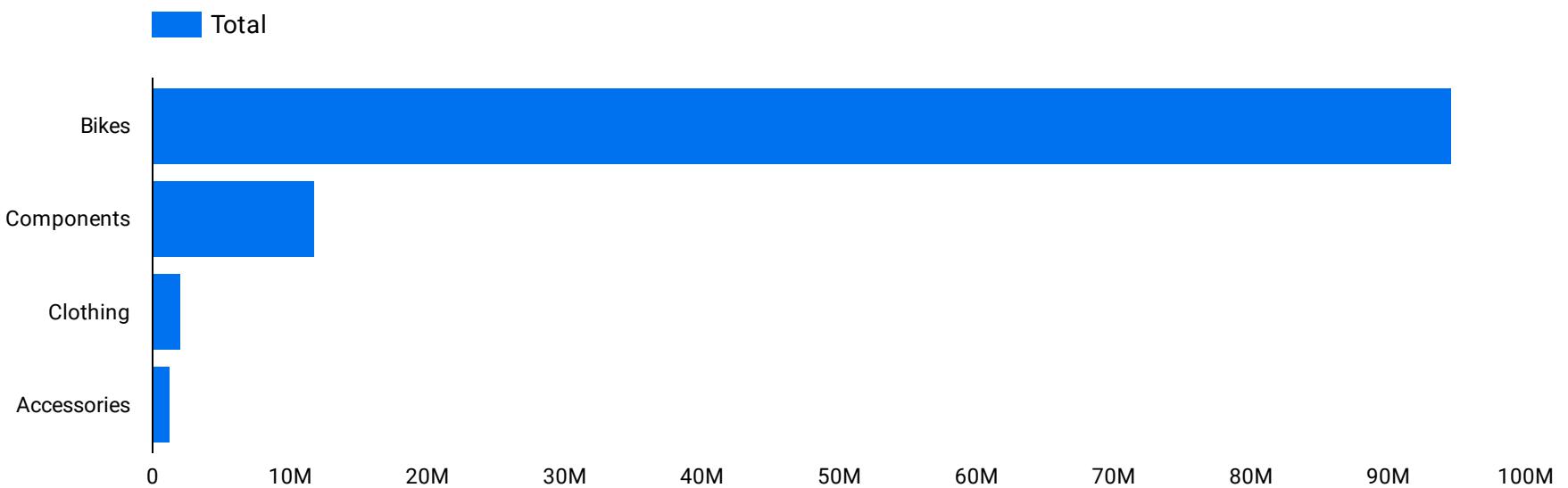
Product Category ▼

Product Subcategory Name ▼

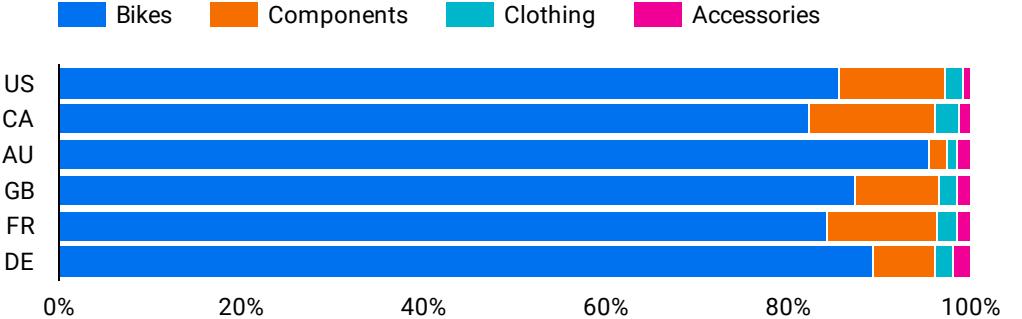
Part of Total Revenue (%) by Product Category Through Time



Sales information by Product Category and Customer Type ⚙



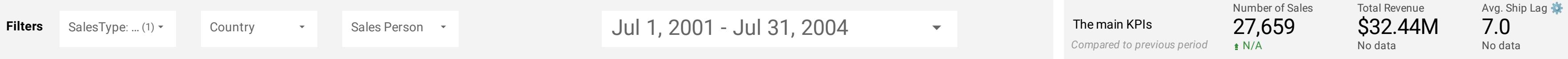
Total Revenue (\$) by Product Category per Country ⚙



Sales information by Product Category and Subcategory

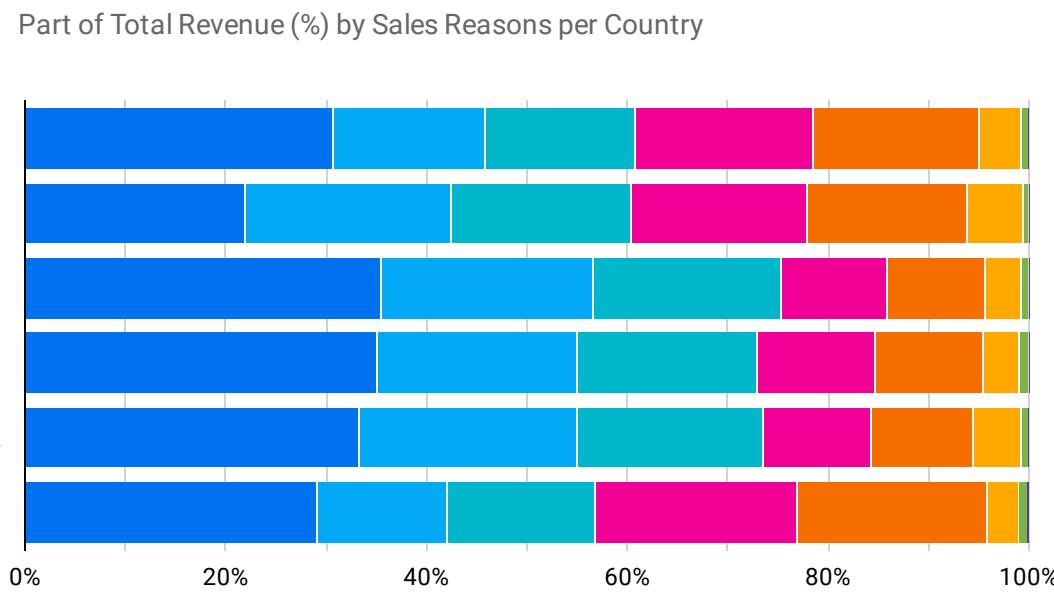
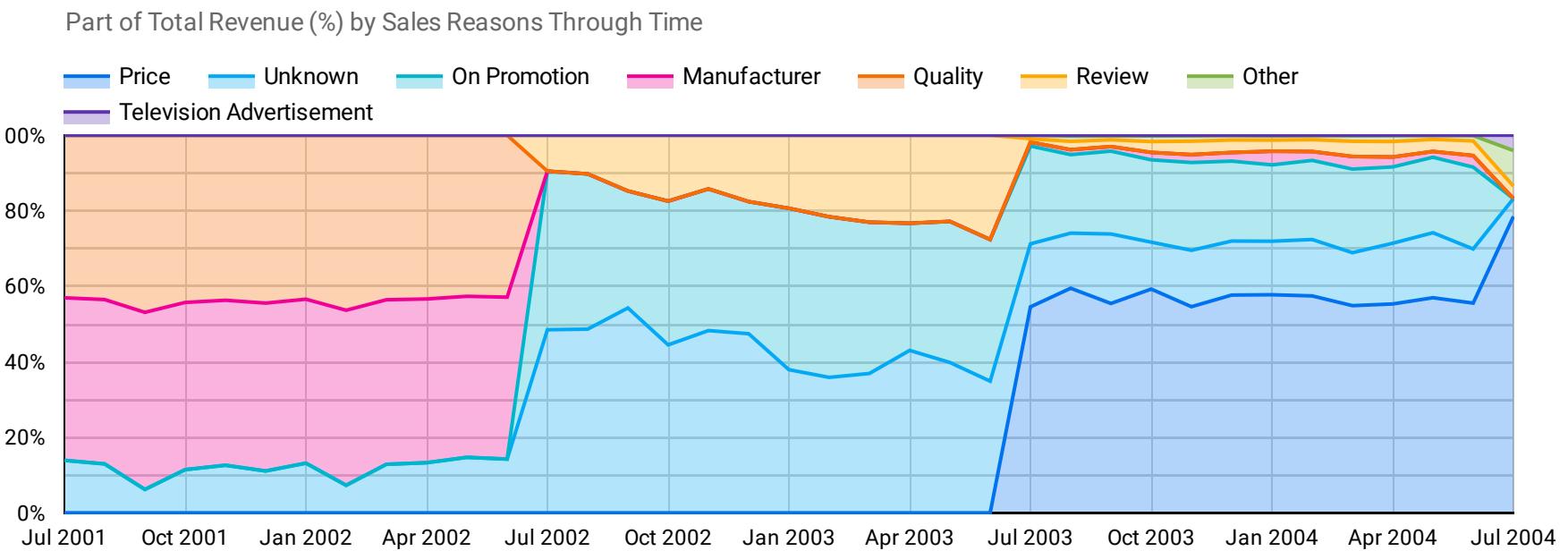
Product category name	OrderQty	Total by Product
Bikes	90,268	\$94,651,172.7
Clothing	73,670	\$2,120,542.52
Accessories	61,932	\$1,272,072.88
Components	49,044	\$11,802,593.29
Grand total	274,914	\$109,846,381.4

Sales by Sales Reasons

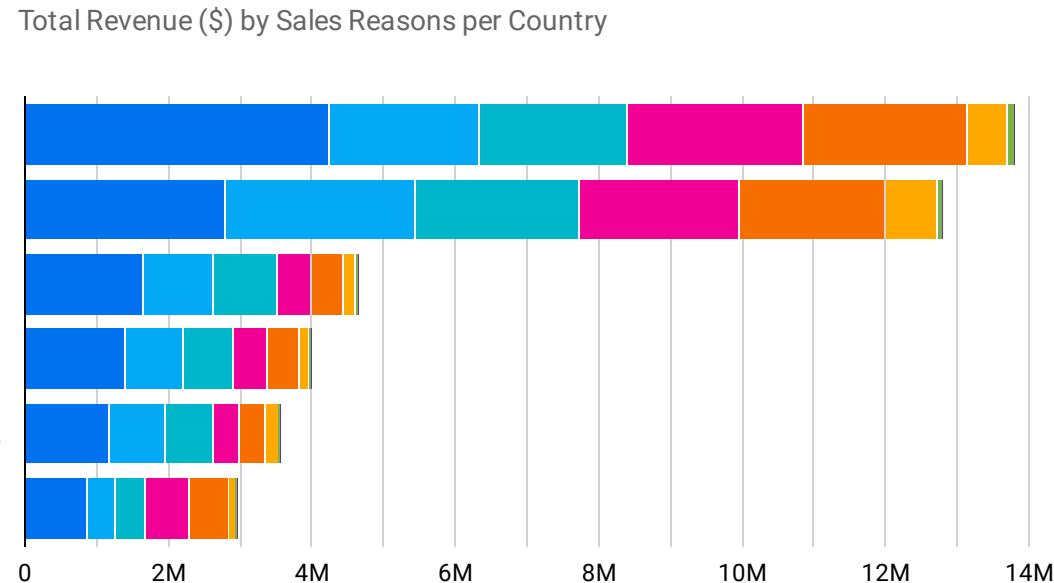
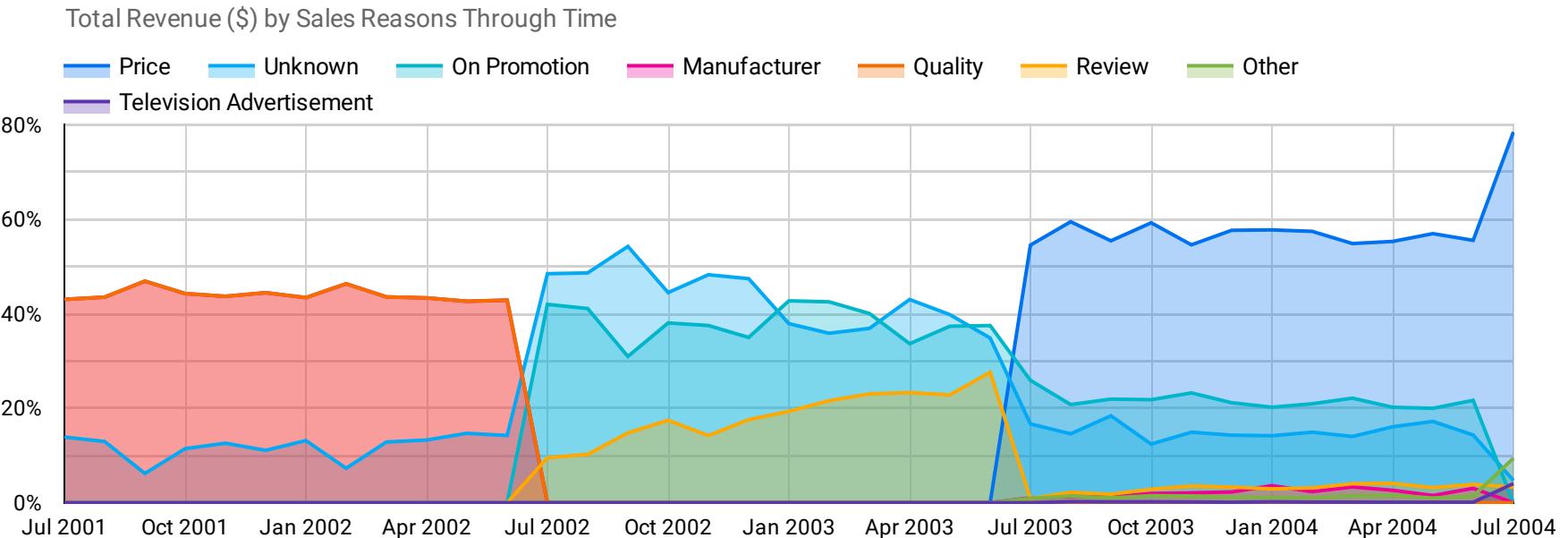
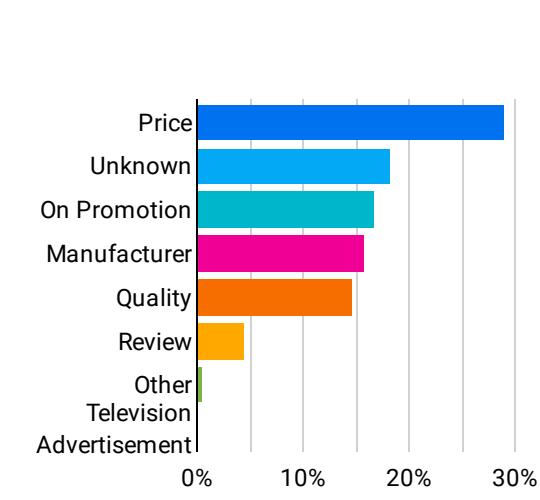


Sales reason TotalDue

Price	\$12.13M
Unknown	\$7.66M
On Promotion	\$7.03M
Manufacturer	\$6.63M
Quality	\$6.13M
Review	\$1.87M
Other	\$274.57K
Television Advertise...	\$30.36K



Part of Total Revenue (%) by Sales Reasons



Sales by Customers (1)

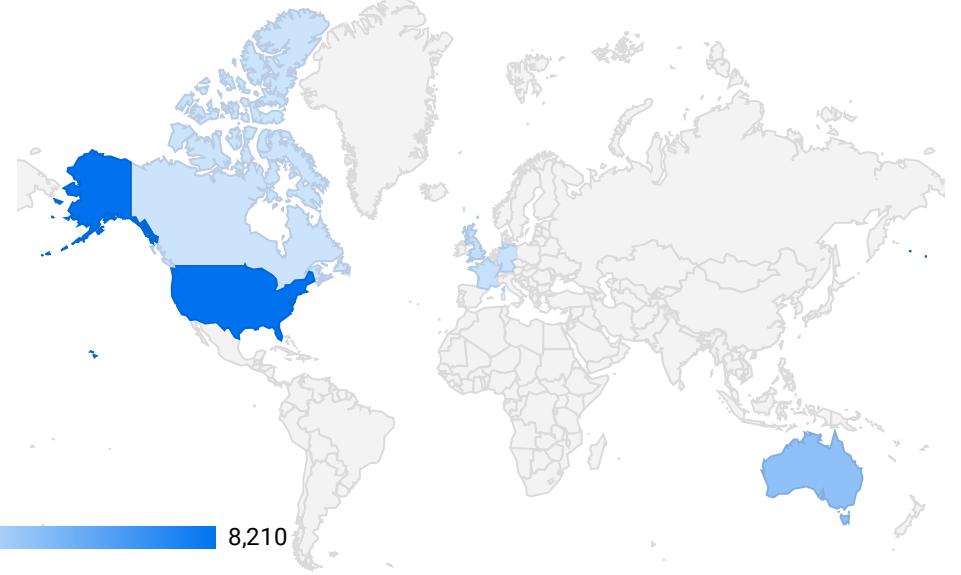
Filters

Sales Type ▾ Country ▾ Sales Person ▾ Client Type ▾ Jul 1, 2001 - Jul 31, 2004 ▾

The main KPIs
Compared to previous period

Number of Sales 31,465 ↑ N/A	Total Revenue \$140.71M No data	Avg. Ship Lag 7.0 No data
---	--	--

Number of Unique Customers by Location

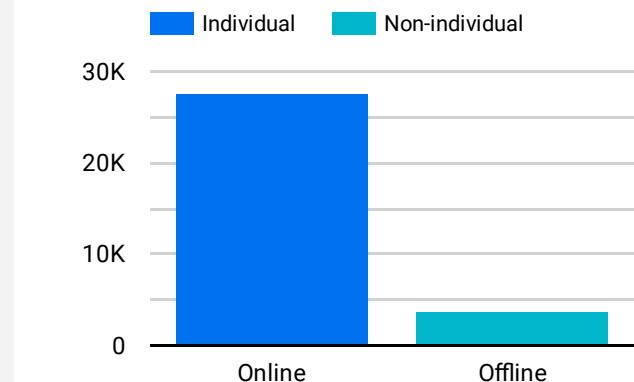


Number of Unique Cutomers

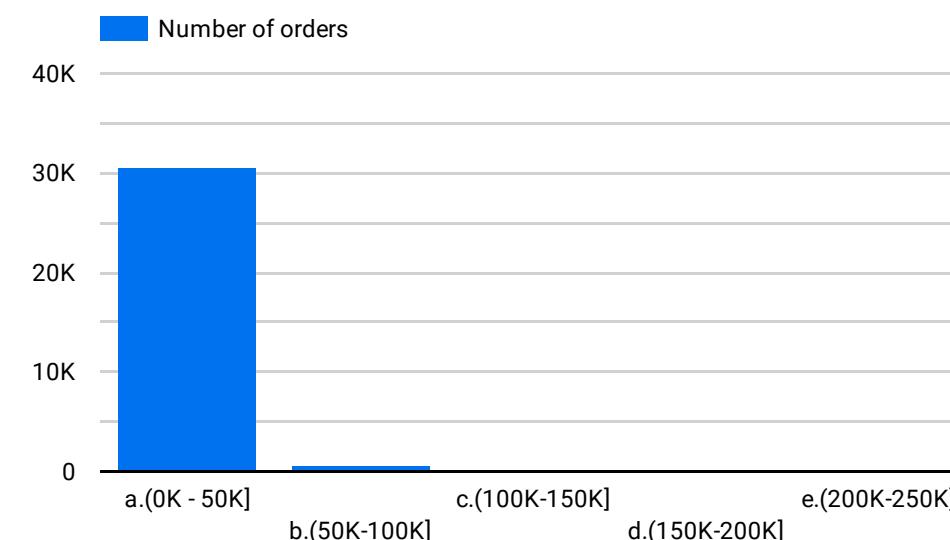
19,119
↑ N/A

Avg. Order Value
\$4,471.88
No data

Sales information by Customer Type



Number of Orders by Order Price Range



Total Sales Range	Number of orders
a.(0K - 50K]	30,631
b.(50K-100K]	645
c.(100K-150K]	167
d.(150K-200K]	18
e.(200K-250K]	4

Additional Information About Top 360 Customers

Top 360 - CustomerID	Country	SalesType	Numer of Orders	Total
678	CA	Offline	12	\$1,179,857.46
697	US	Offline	12	\$1,179,475.84
170	US	Offline	12	\$1,134,747.46
328	US	Offline	12	\$1,084,439.03
514	CA	Offline	12	\$1,074,154.31
155	CA	Offline	12	\$1,045,197.06
72	US	Offline	8	\$1,005,539.72
227	CA	Offline	12	\$984,324.04
433	US	Offline	12	\$983,871.93

Sales by Demographics

Filters

SalesType

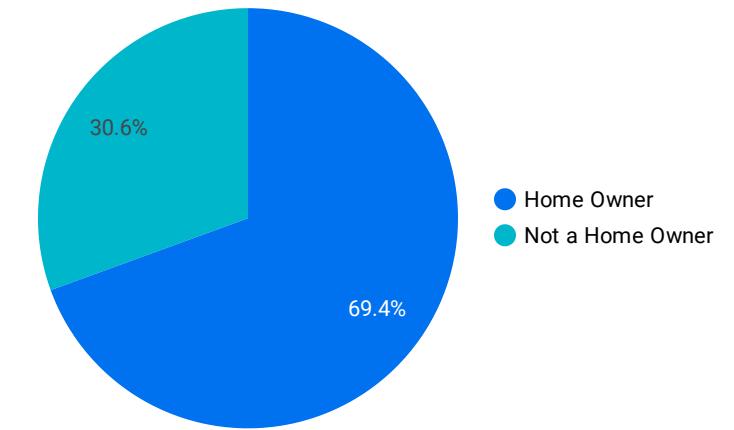
Country

Client Type:...(1)

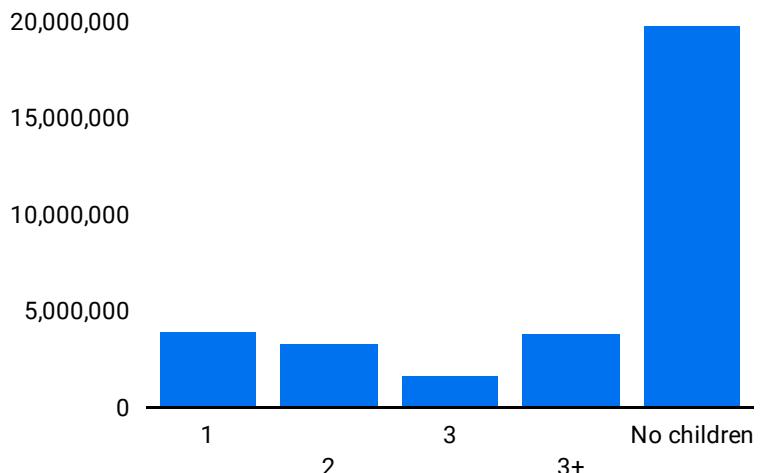
Jul 1, 2001 - Jul 31, 2004

Average client age
41.15

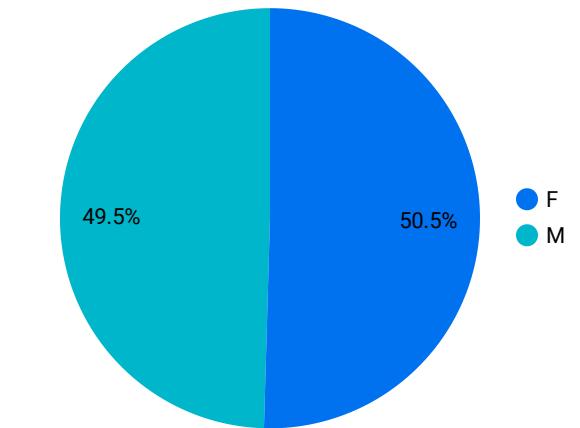
Part of Total Revenue by Customer Type



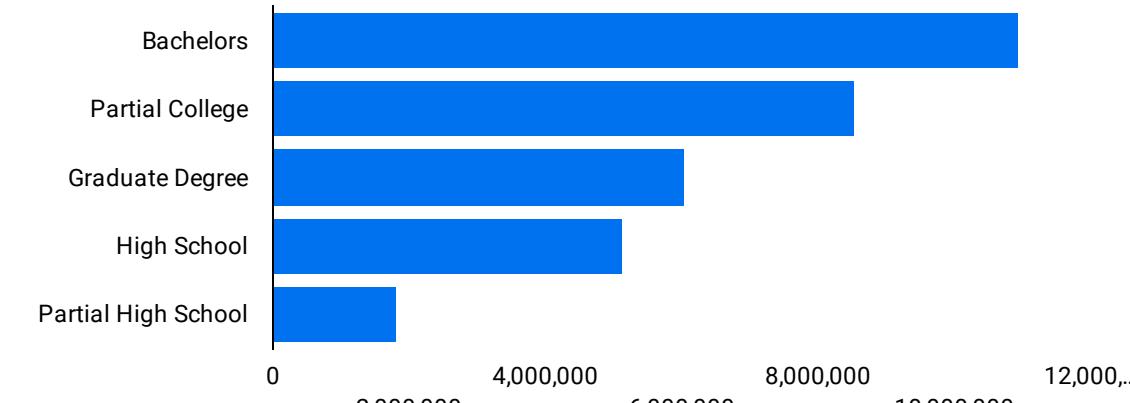
Total Revenue (\$) by the Number Of Children At Home



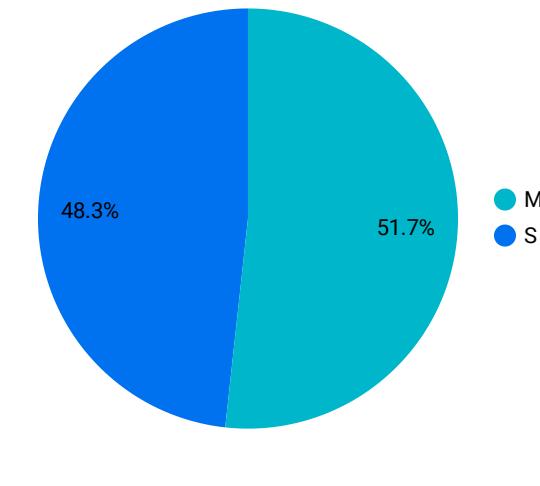
Part of Total Revenue by Gender



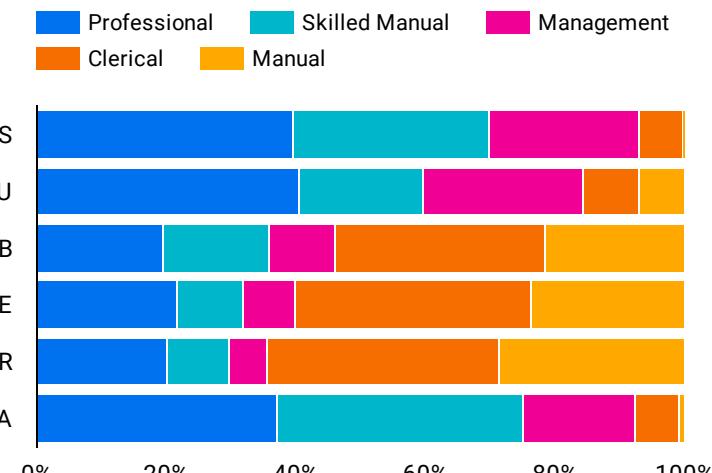
Total Revenue (\$) by the Level of Education



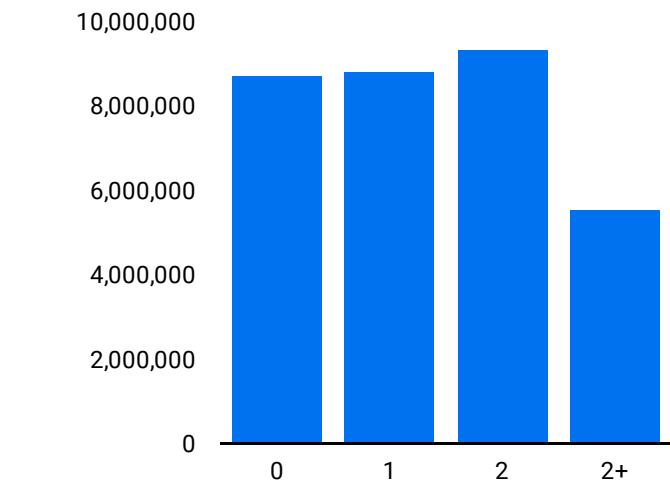
Part of Total Revenue by Marriage Status



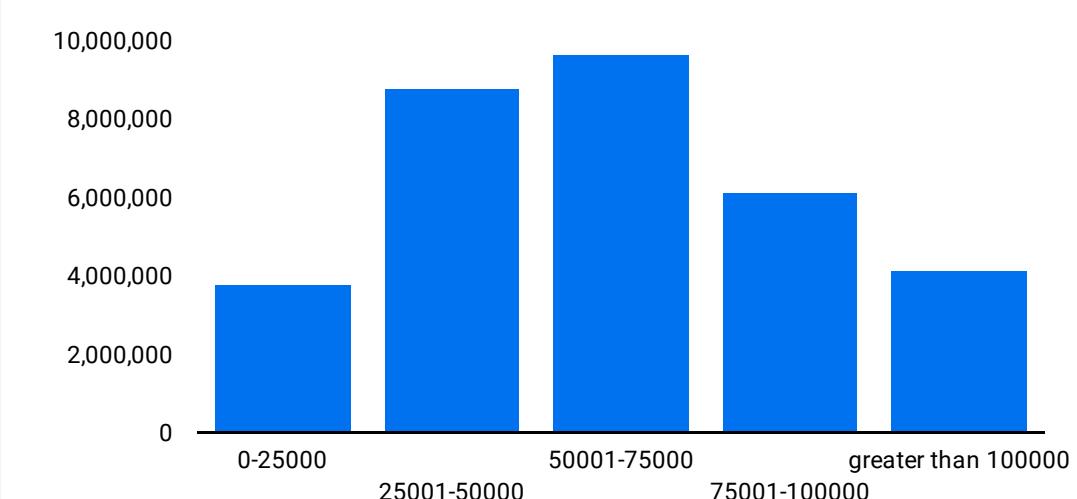
Part of Total Revenue by Occupation and by Country



Total Revenue (\$) by the Number of Cars



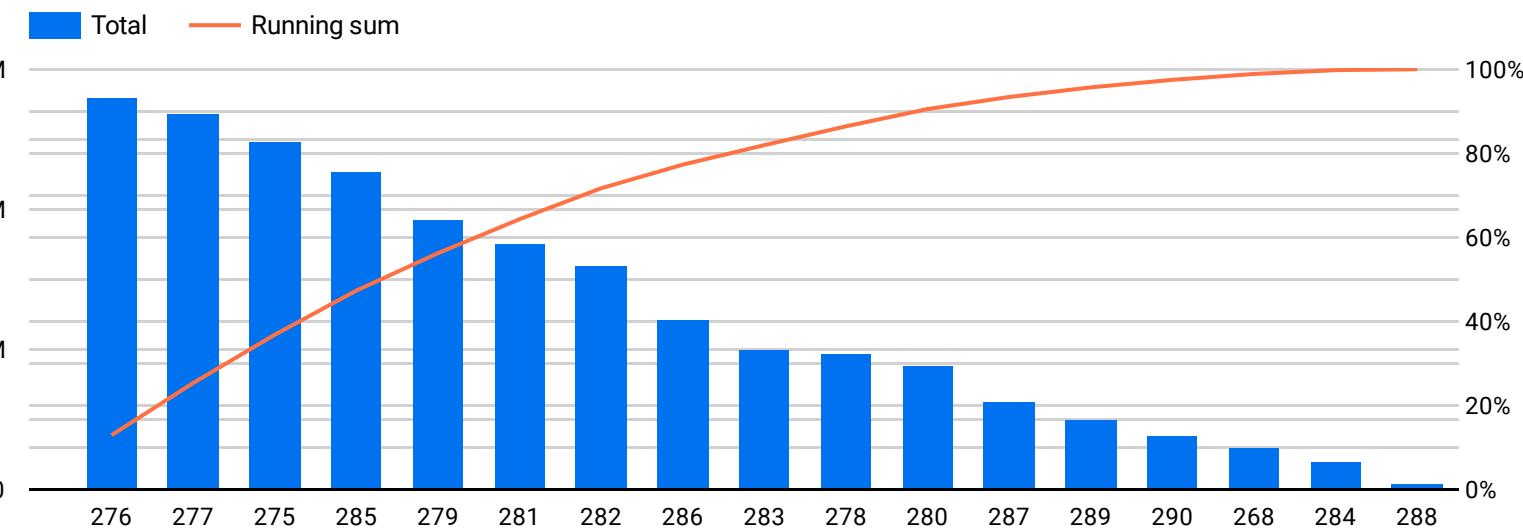
Total Revenue (\$) by the Customer Yearly Income Range



Sales by Sales Persons

Filters	Sales Type:... (1)	Country	Sales Person	Jul 1, 2001 - Jul 31, 2004	The main KPIs Compared to previous period	Number of Sales 3,806 ↑ N/A	Total Revenue \$108.27M No data	Avg. Ship Lag 7.0 No data
---------	--------------------	---------	--------------	----------------------------	--	-----------------------------------	---------------------------------------	---------------------------------

Total Revenue (\$) by Sales Persons



Additional Information about Sales Persons

Sales Person	Sales Person ID	Total Revenue	Total Revenue (bar)	Number of clients	Number of clients (bar)
Linda C Mitchell	276	\$13,975,741.47	██████████	69	███████
Jillian _ Carson	277	\$13,434,509.56	██████████	121	██████████
Michael G Blythe	275	\$12,433,502.77	██████████	118	██████████
Jae B Pak	285	\$11,384,513.04	██████████	62	███████
Tsvi Michael Reiter	279	\$9,629,926.93	██████████	74	███████
Shu K Ito	281	\$8,761,727.29	██████████	35	██████
José Edvaldo Saraiva	282	\$7,967,768.82	██████████	67	███████
Ranjit R Varkey Chudukatil	286	\$6,083,690.9	██████████	34	██████
David R Campbell	283	\$5,029,846.91	██████████	31	██████
Garrett R Vargas	278	\$4,840,689.29	██████████	38	███████
Pamela O Anzman-Wolfe	280	\$4,453,081.9	██████████	29	██████
Tete A Mensa-Annan	287	\$3,110,529.5	██████████	30	██████
Rachel B Valdez	289	\$2,476,530.44	██████████	32	██████
Lynn N Tsolfias	290	\$1,943,016.44	██████████	33	██████
Stephen Y Jiang	268	\$1,513,435.23	██████████	44	███████
Amy E Alberts	284	\$985,641.95	██████████	29	██████
Syed E Abbas	288	\$242,093.21	██████████	14	██████

Shipping Delay

[Go to Strategies for Increasing the Revenue](#)

Filters

Sales Type ▾

Country ▾

Sales Person ▾

Jul 1, 2001 - Jul 31, 2004 ▾

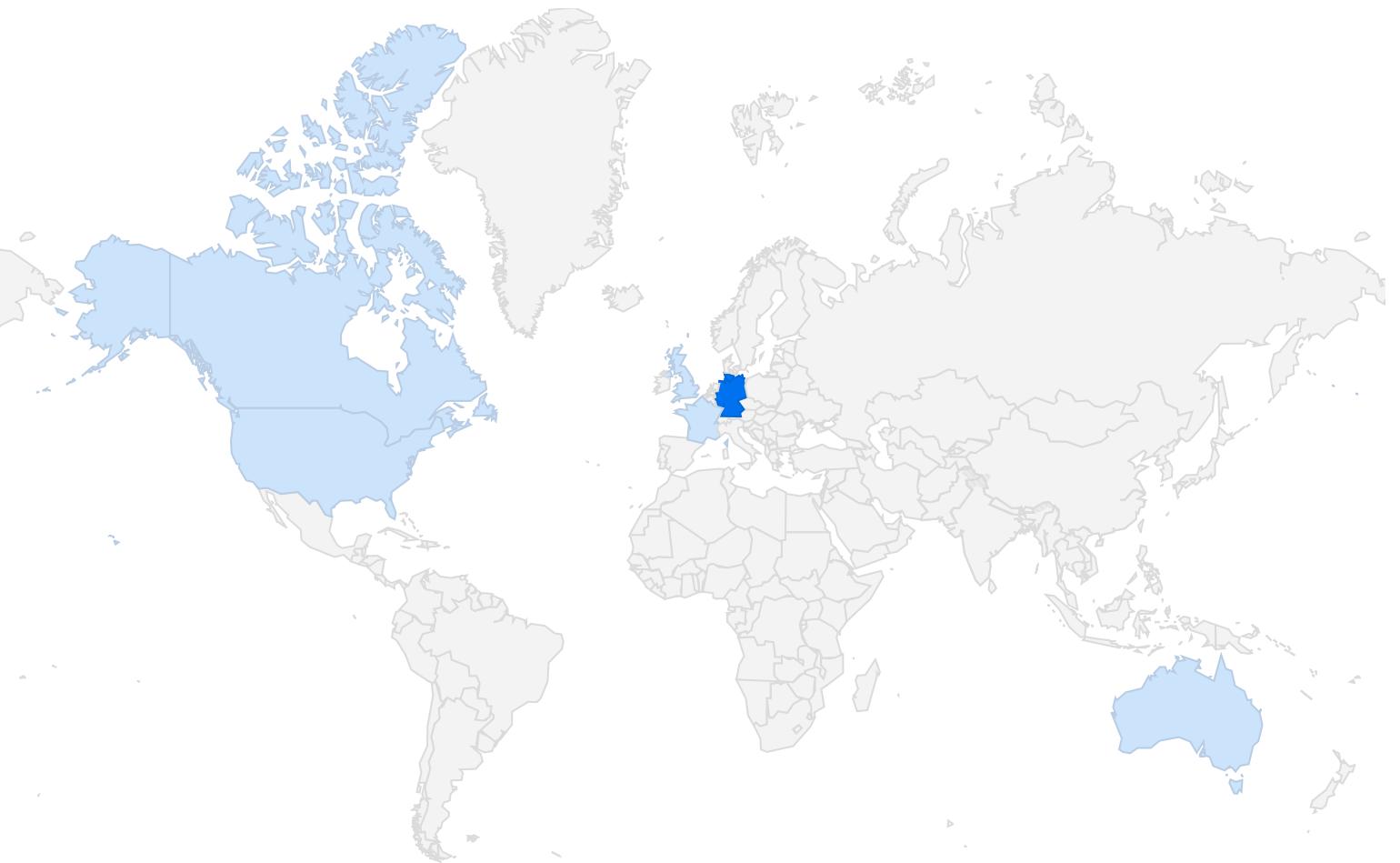
The main KPIs
Compared to previous period

Number of Sales
31,465
↑ N/A

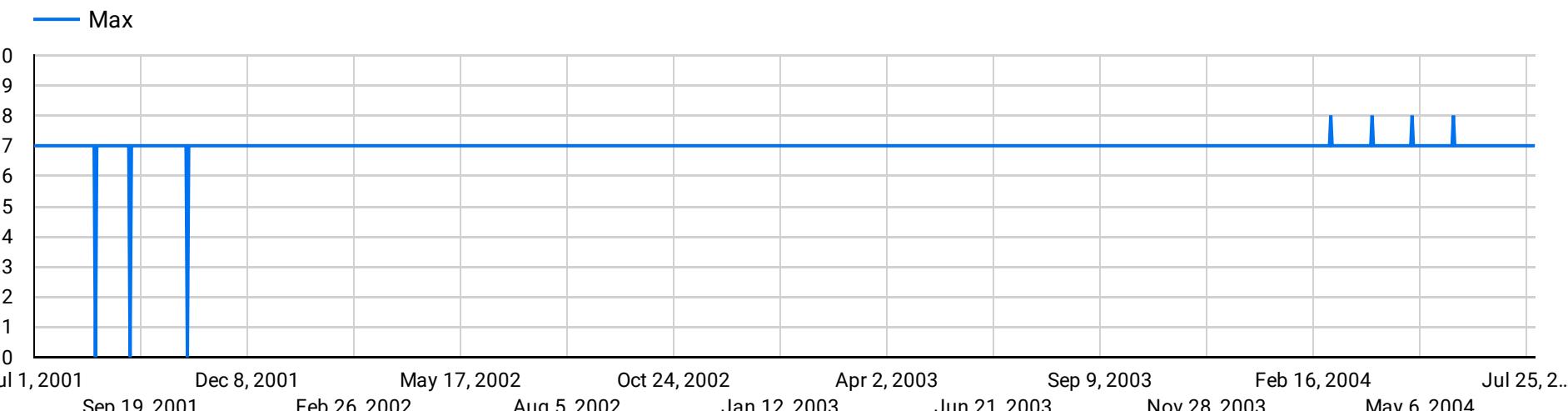
Total Revenue
\$140.71M
No data

Avg. Ship Lag
7.0
No data

Shipping Delay (in Days) by Location



Duration of Shipping Delay (in Number of Days)



Order information (shipment delay > 7 days)

	Order Date	Ship Date	Due Date	Customer ID	Sales Person	Country	State Name	City	Total	Shipping Delay
1.	May 31, 2004	Jun 8, 2004	Jun 13, 2004	14	Rachel B Valdez	DE	Saarland	Frankfurt am Main	\$218.29	8
2.	May 31, 2004	Jun 8, 2004	Jun 13, 2004	104	Rachel B Valdez	DE	Hessen	Duesseldorf	\$1,295.23	8
3.	Apr 30, 2004	May 8, 2004	May 13, 2004	681	Rachel B Valdez	DE	Saarland	Sulzbach Taunus	\$275.74	8
4.	Apr 30, 2004	May 8, 2004	May 13, 2004	68	Rachel B Valdez	DE	Hamburg	Muehlheim	\$7,784.69	8
5.	Mar 31, 2004	Apr 8, 2004	Apr 13, 2004	639	Amy E Alberts	DE	Bayern	Frankfurt	\$2,963.09	8
6.	Mar 31, 2004	Apr 8, 2004	Apr 13, 2004	572	Rachel B Valdez	DE	Nordrhein...	Braunschweig	\$275.74	8
7.	Mar 31, 2004	Apr 8, 2004	Apr 13, 2004	392	Rachel B Valdez	DE	Hamburg	Hamburg	\$616.06	8
8.	Feb 29, 2004	Mar 8, 2004	Mar 13, 2004	14	Rachel B Valdez	DE	Saarland	Frankfurt am Main	\$109.15	8
9.	Feb 29, 2004	Mar 8, 2004	Mar 13, 2004	518	Rachel B Valdez	DE	Hessen	Berlin	\$1,735.65	8

MainSalesInfo

```

SELECT
    salesorderheader.OrderDate,
    salesorderheader.DueDate,
    salesorderheader.SalesOrderID,
    CASE WHEN
        salesorderheader.SalesPersonID IS NULL THEN 'Online'
    ELSE 'Offline'
    END SalesType,
    salesorderheader.CustomerID,
    salesorderheader.SalesPersonID,
    CONCAT(
        Firstname, " ",
        CASE WHEN
            MiddleName IS NOT NULL THEN MiddleName
        ELSE "_" 
        END,
        " ",
        LastName) emplfullname,
    ROUND(salesorderheader.TotalDue,2) total,
    salesorderheader.ShipDate,
    salesorderheader.TerritoryID,
    sales_territory.Name AS territoryname,
    sales_territory.Group AS territorygroup,
    address.StateProvinceID,
    statep.Name Statename,
    statep.CountryRegionCode Country,
    address.City,
    address.AddressLine1
FROM `tc-da-1.adventureworks_db.salesorderheader` salesorderheader
LEFT JOIN `tc-da-1.adventureworks_db.address` address
    ON salesorderheader.ShipToAddressID = address.AddressID
LEFT JOIN `tc-da-1.adventureworks_db.stateprovince` statep
    ON address.StateProvinceID = statep.StateProvinceID
LEFT JOIN `tc-da-1.adventureworks_db.salesterritory` sales_territory
    ON salesorderheader.TerritoryID = sales_territory.TerritoryID
LEFT JOIN `tc-da-1.adventureworks_db.employee` employee
    ON employee.EmployeeId = salesorderheader.SalesPersonID
LEFT JOIN `tc-da-1.adventureworks_db.contact` contact
    ON contact.ContactId = employee.ContactID
ORDER BY sales.OrderDate

```

SalesReason

```

SELECT
    sales.OrderDate,
    sales.ShipDate,
    sales.SalesOrderID,
    sales.TotalDue,
    sales.SalespersonID,
    reason.Name AS sales_reason,
    reason.ReasonType ReasonType,
    sales_territory.Name AS TerritoryName,
    sales_territory.Group AS TerritoryGroup,
    sales_territory.CountryRegionCode AS Country,
    row_number() OVER (PARTITION BY sales.SalesOrderID) duplicate_indicator,
    CONCAT(
        Firstname, " ",
        CASE WHEN
            MiddleName IS NOT NULL THEN MiddleName
        ELSE "_" 
        END,
        " ",
        LastName) emplfullname
FROM `tc-da-1.adventureworks_db.salesorderheader` AS sales
LEFT JOIN
    `tc-da-1.adventureworks_db.salesorderheadersalesreason` AS sales_reason
    ON sales.SalesOrderID = sales_reason.SalesOrderID
LEFT JOIN
    `tc-da-1.adventureworks_db.salesreason` AS reason
    ON sales_reason.SalesReasonID = reason.SalesReasonID
LEFT JOIN `tc-da-1.adventureworks_db.salesterritory` sales_territory
    ON sales.TerritoryID = sales_territory.TerritoryID
LEFT JOIN `tc-da-1.adventureworks_db.employee` employee
    ON employee.EmployeeId = sales.SalesPersonID
LEFT JOIN `tc-da-1.adventureworks_db.contact` contact
    ON contact.ContactId = employee.ContactID
ORDER BY sales.OrderDate

```

Client_Demographic_Data

```

WITH table1 AS (
SELECT
    CustomerID,
    REGEXP_EXTRACT(Demographics, r'<TotalPurchaseYTD>([^\>]+)</TotalPurchaseYTD>') AS TotalPurchaseYTD,
    REGEXP_EXTRACT(Demographics, r'<DateFirstPurchase>([^\>]+)</DateFirstPurchase>') AS DateFirstPurchase,
    REGEXP_EXTRACT(Demographics, r'<BirthDate>([^\>]+)</BirthDate>') AS BirthDate,
    REGEXP_EXTRACT(Demographics, r'<MaritalStatus>([^\>]+)</MaritalStatus>') AS MaritalStatus,
    REGEXP_EXTRACT(Demographics, r'<YearlyIncome>([^\>]+)</YearlyIncome>') AS YearlyIncome,
    REGEXP_EXTRACT(Demographics, r'<Gender>([^\>]+)</Gender>') AS Gender,
    REGEXP_EXTRACT(Demographics, r'<TotalChildren>([^\>]+)</TotalChildren>') AS TotalChildren,
    REGEXP_EXTRACT(Demographics, r'<NumberChildrenAtHome>([^\>]+)</NumberChildrenAtHome>') AS NumberChildrenAtHome,
    REGEXP_EXTRACT(Demographics, r'<Education>([^\>]+)</Education>') AS Education,
    REGEXP_EXTRACT(Demographics, r'<Occupation>([^\>]+)</Occupation>') AS Occupation,
    REGEXP_EXTRACT(Demographics, r'<HomeOwnerFlag>([^\>]+)</HomeOwnerFlag>') AS HomeOwnerFlag,
    REGEXP_EXTRACT(Demographics, r'<NumberCarsOwned>([^\>]+)</NumberCarsOwned>') AS NumberCarsOwned,
    REGEXP_EXTRACT(Demographics, r'<CommuteDistance>([^\>]+)</CommuteDistance>') AS CommuteDistance
)
FROM
    `tc-da-1.adventureworks_db.individual`)
SELECT
    CustomerID,
    CAST(TotalPurchaseYTD AS NUMERIC) TotalPurchaseYTD,
    CAST(LEFT(DateFirstPurchase,10) AS timestamp) DateFirstPurchase,
    CAST(LEFT(table1.BirthDate,10) AS timestamp) BirthDate,
    CAST(MaritalStatus AS STRING) MaritalStatus,
    CAST(YearlyIncome AS STRING) YearlyIncome,
    CAST(Gender AS STRING) Gender,
    CAST(TotalChildren AS NUMERIC) TotalChildren,
    CAST(NumberChildrenAtHome AS NUMERIC) NumberChildrenAtHome,
    CAST(Education AS STRING) Education,
    CAST(Occupation AS STRING) Occupation,
    CAST(HomeOwnerFlag AS NUMERIC) HomeOwnerFlag,
    CAST(NumberCarsOwned AS NUMERIC) NumberCarsOwned,
    CAST(CommuteDistance AS STRING) CommuteDistance
FROM table1

```