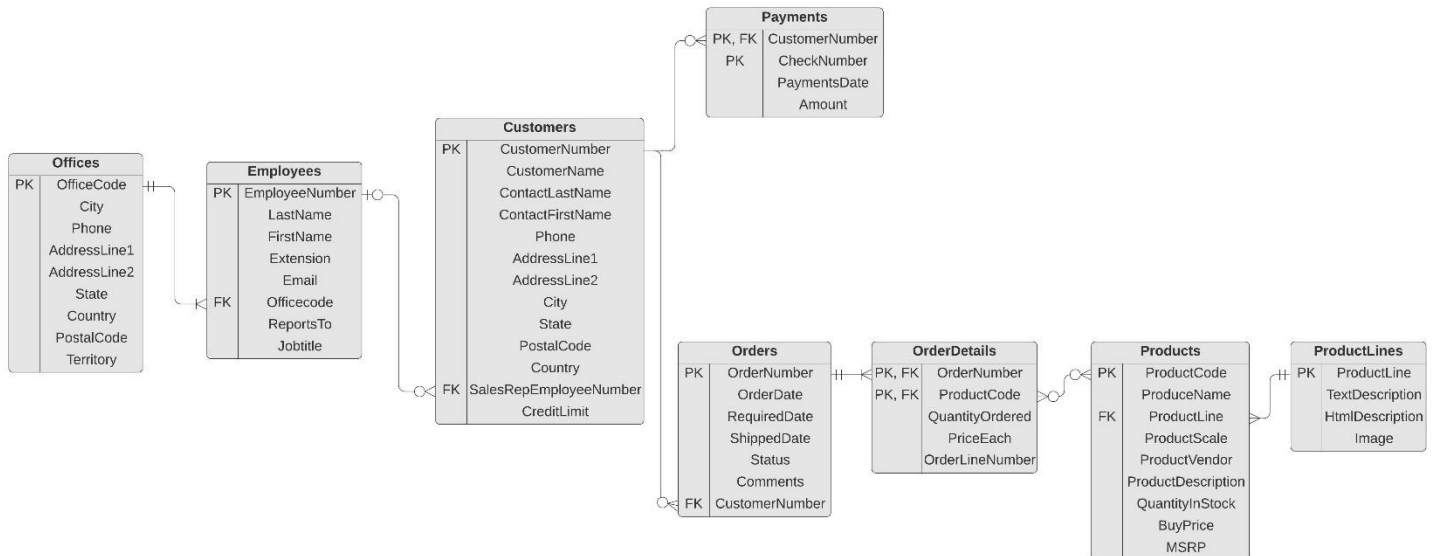


# Classicmodels Portfolio

## Database

Classicmodels is a company that sales vehicle miniature models.

Classicmodels database built from 8 tables that connected like shawn below.



The company has 6 offices, 23 employees, 122 customers and 110 products.

The database contains information from January 2003 to May 2005.

## Analysis

I analyzed the database with SQL.

The analysis is separated to 3 sections, in each section I dived into a different table:

Section 1 – Employees and Customers

Section 2 – Orders

Section 3 – Products

I visualized every section with a dashboard.

The code can be found in my github profile:

<https://github.com/NirMendelson/PortfolioProjects>

## Section 2 – Orders

In this section I'm going to analyze the company's sales  
I hope this data exploration will lead to recommendations for how to make this company more effective and productive.

First I want to see orders by quarter and month:

year	quarter	orders made	year	month	orders made
2003	1	14	2003	1	5
2003	2	20	2003	2	3
2003	3	20	2003	3	6
2003	4	57	2003	4	7
2004	1	27	2003	5	6
2004	2	30	2003	6	7
2004	3	35	2003	7	7
2004	4	59	2003	8	5
2005	1	37	2003	9	8
2005	2	27	2003	10	18
			2003	11	30
			2003	12	9
			2004	1	8
			2004	2	11
			2004	3	8
			2004	4	10
			2004	5	8
			2004	6	12
			2004	7	11
			2004	8	12
			2004	9	12
			2004	10	13
			2004	11	33
			2004	12	13
			2005	1	12
			2005	2	12
			2005	3	13
			2005	4	12
			2005	5	15

Every year November has the highest sales rate, probably because of Black Friday and the holidays.

We can see we sell more each year.

Let's check the exact growth percentage between January-May because the database runs until May 2005:

January-May 2003	January-May 2004	03-04 growth pct	January-May 2005	04-05 growth pct
27	45	167	64	142

'03-'04 growth is 167% and '04-'05 growth is 142%.

Great sales growth.

Let's see orders by country:

orders made	shipped to
112	USA
37	France
36	Spain
19	Australia
15	New Zealand
13	UK
10	Italy
9	Finland
9	Norway
9	Singapore
7	Austria
7	Belgium
7	Canada
7	Denmark
7	Germany
7	Sweden
6	Japan
3	Philippines
2	Hong Kong
2	Ireland
2	Switzerland

We can see that most orders are made by American customers.

Let's see order amounts and revenue per state:

orders	revenue	state
45	1348883	CA
23	613791	MA
18	576374	NY
9	240025	PA
8	215771	CT
3	116449	NH
3	81807	NJ
3	80181	NV

We sell to 8 states, we don't sell to two of the biggest states - Texas and Florida. I recommend investing in marketing in those states.

I want to see how many orders total each sales rep made:

orders	revenue	sales_rep
43	1258578	Gerard Hernandez
34	1081531	Leslie Jennings
31	868221	Pamela Castillo
25	704854	Barry Jones
22	669377	George Vanauf
22	732097	Larry Bott
20	569486	Loui Bondur
19	562583	Andy Fixter
19	584594	Peter Marsh
18	505875	Steve Patterson
17	488213	Foon Yue Tseng
16	457110	Mami Nishi
14	386663	Julie Firrelli
14	347533	Leslie Thompson
12	387477	Martin Gerard
0	0	Tom King
0	0	Yoshimi Kato

Gerard Hernandez made the most orders.

I recommend adding a 'Hire\_Date' column to the employee table in order to analyze better each employee's productivity.

Let's see if Gerard Hernandez made the most successful sales (shipped status) and if he makes the most money for the company:

successful_sales	revenue	sales_rep
38	1065035	Gerard Hernandez
32	1021662	Leslie Jennings
27	790297	Pamela Castillo
21	686653	Larry Bott
23	637673	Barry Jones
20	584407	George Vanauf
20	569486	Loui Bondur
17	523861	Peter Marsh
17	509386	Andy Fixter
17	488213	Foon Yue Tseng
16	457110	Mami Nishi
16	449219	Steve Patterson
12	387477	Martin Gerard
14	386663	Julie Firrelli
13	307952	Leslie Thompson

He made 38 successful sales out of 43 altogether.

Gerard's revenue is the highest.

Let's check how much time shipping takes to each country:

Average Shipping time (days)	destination
6.6	Singapore
6.4	Denmark
6.3	Belgium
5.5	Hong Kong
5.5	Switzerland
5.1	Germany
5.1	Austria
5.1	New Zealand
5.1	Finland
5.0	France
4.9	Norway
4.7	UK
4.6	USA
4.6	Canada
4.4	Spain
4.4	Australia
4.2	Sweden
3.9	Italy
3.7	Philippines
3.5	Japan
2.0	Ireland

Shipping to Singapore takes the longest time while shipping to Ireland takes the least time.

Let's see how many orders had issues (on hold, disputed, resolved, cancelled):

No issues	had issues	pct
303	17	6.00

6% of sales had some kind of issues (on hold, disputed, resolved, cancelled).

Let's go through the comments section to see which customer has the most issues:

amount_of_comments	customernumber
7	141
4	124
3	148
3	216
3	131
3	362
2	128
2	278
2	202
2	205
2	242
2	144
2	145
2	323
2	328
2	450
2	456
2	486
2	489

Customer 141 had 7 orders with comments.

Let's see what those comments are:

comments
I need all the information I can get on our competitors.
This customer found a better offer from one of our competitors. Will call back to renegotiate.
Cautious optimism. We have happy customers here, if we can keep them well stocked. I need all the information I can get on the planned shipments of Porches
Difficult to negotiate with customer. We need more marketing materials
Customer requested that DHL is used for this shipping
Disputed then Resolved on 3/15/2005. Customer doesn't like the craftsmanship of the models.
Customer doesn't like the colors and precision of the models.

Customer 141 is hard to negotiate with, maybe the problem is his sales rep.

Let's check who sells to customer 141:

customernumber	sales_rep
141	Gerard Hernandez

It's Gerard Hernandez, our best sales rep so I wouldn't change his sales rep.