

ClassicModels Sales Dashboard

country: All

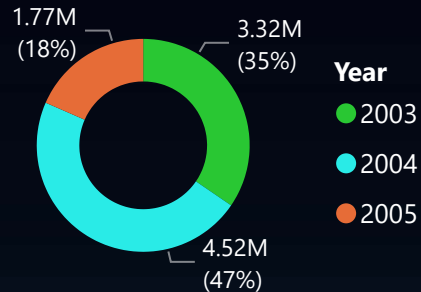
Australia

Austria

Belgium

Canada

Total sales yearly



Total Sales

9.6M

Total Profit

3.8M

Quantity In Stock

555K

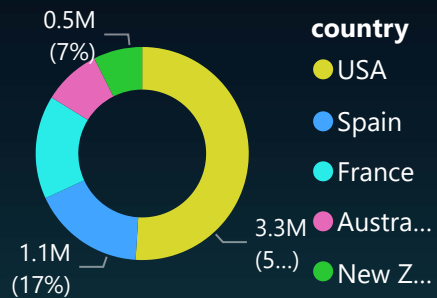
Avg Shipped Days

4

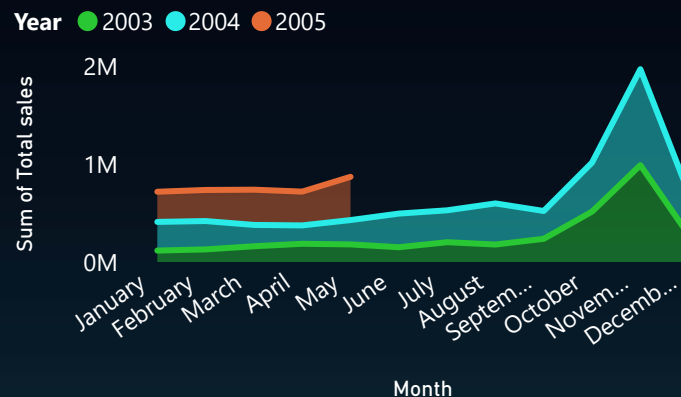
Total sales and Total profit country wise



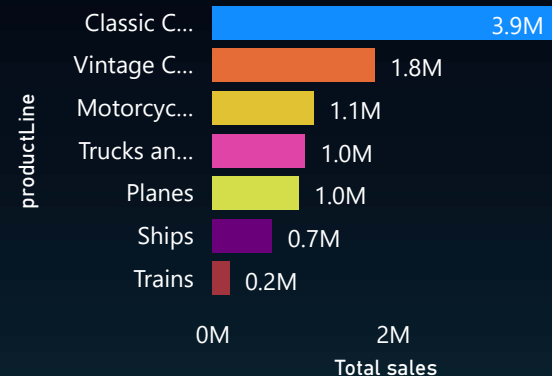
Top 5 Selling Country



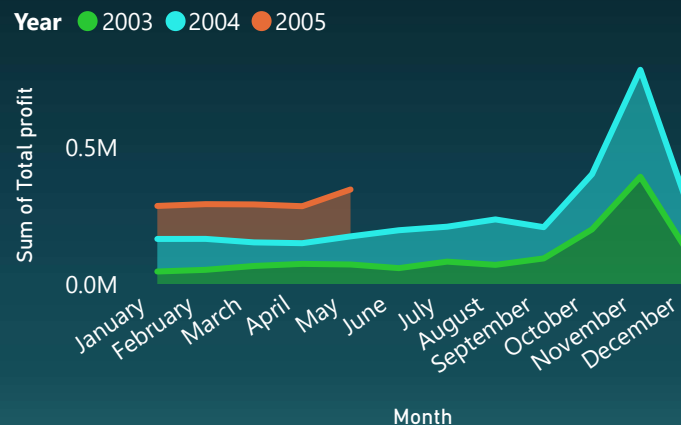
Monthly total sales of YoY



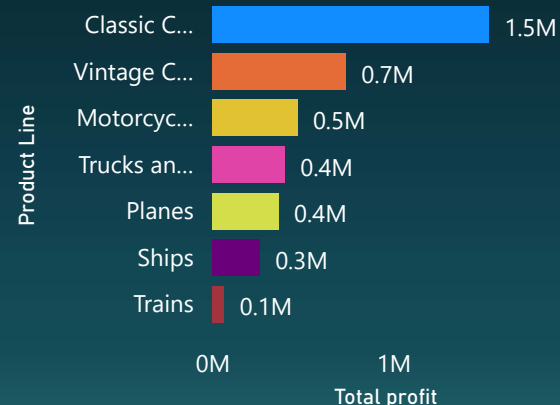
Total sales by product category



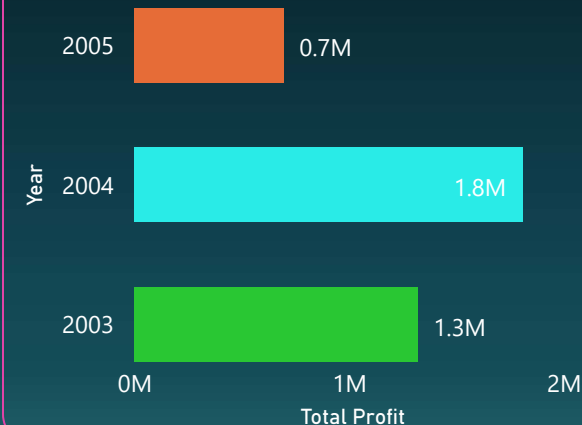
Monthly total profit of YoY



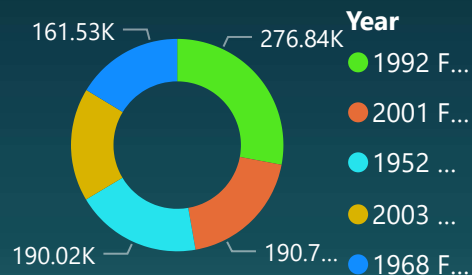
Total profit by product category



Total profit yearly



Top 5 Selling Products



Sales Forecast 7-Months



INSIGHTS AND CONCLUSION FROM THE REPORTS

1.Total Sales:-

SELECT sum(quantityOrdered * priceEach) AS total_sales FROM orderdetails;

Query: Calculates the total sales by summing the product of quantityOrdered and priceEach for each order detail.

Output: Provides the total sales amount for all products.

	total_sales
▶	9604190.61

2.Country Wise Total Sales and Profit:-

SELECT

C.country,

SUM(OD.quantityOrdered * OD.priceEach) AS TotalSales,

SUM((OD.quantityOrdered * OD.priceEach) - (P.buyPrice * OD.quantityOrdered)) AS
TotalProfit

FROM

orders O

JOIN

customers C ON O.customerNumber = C.customerNumber

JOIN

orderdetails OD ON O.orderNumber = OD.orderNumber

JOIN

products P ON OD.productCode = P.productCode

GROUP BY

C.country;

Query: Groups orders by country and calculates the total sales and profit for each country.

Output: Shows total sales and profit for each country based on customer orders.

	country	TotalSales	TotalProfit
►	France	1007374.02	413016.12
	USA	3273280.05	1308815.59
	Australia	562582.59	222207.18
	Norway	270846.30	107649.34
	Germany	196470.99	77505.70
	Spain	1099389.09	440004.54
	Sweden	187638.35	71915.92
	Denmark	218994.92	85629.30
	Singapore	263997.78	101782.55
	Japan	167909.95	67848.06
	Finland	295149.35	117239.33
	UK	436947.44	172964.26
	Ireland	49898.27	19588.29

3. Customers From Different Country:-

SELECT customers.country, COUNT(customerName) as Number_Of_Customers

FROM customers

GROUP BY country

ORDER BY Number_Of_Customers DESC;

Query: Counts the number of customers from each country.

Output: Lists the number of customers from each country, ordered by the number of customers in descending order.

	country	Number_Of_Customers
►	USA	36
	Germany	13
	France	12
	Spain	7
	Australia	5
	UK	5
	Italy	4
	New Zealand	4
	--	-

4.Day Takes For Shipped The Product:-

```
SELECT orderNumber,customerNumber,  
       DATEDIFF(shippedDate, orderDate) AS Product_shipped_within  
FROM orders;
```

Query: Calculates the number of days it takes to ship each product after the order date.

Output: Provides the number of days it takes for each order to be shipped.

	orderNumber	customerNumber	Product_shipped_within
▶	10100	363	4
	10101	128	2
	10102	181	4
	10103	121	4
	10104	141	1
	10105	145	1
	10106	278	4
	10107	131	2
	10108	385	5
	10109	486	1

5.Total Sales Of Company By Years:-

```
SELECT YEAR(paymentDate) AS year, SUM(amount) AS total_amount  
FROM payments  
GROUP BY YEAR(paymentDate)  
ORDER BY year;
```

Query: Groups payments by year and calculates the total sales amount for each year.

Output: Shows the annual sales figures for the company, allowing you to analyze trends over the years.

	year	total_amount
▶	2003	3250217.70
	2004	4313328.25
	2005	1290293.28

6.Number Of Products :-

```
SELECT COUNT(productName) as Total_Product FROM products;
```

Query: Counts the total number of products in the dataset.

Output: Displays the total count of products.

	Total_Product
▶	110

7.Total Product Quantity In Stocks :-

```
SELECT SUM(quantityInStock) AS Qunatity_In_Stocks
```

```
FROM products;
```

Query: Calculates the sum of the quantity in stock for all products.

Output: Provides the total quantity of products currently in stock.

	Qunatity_In_Stocks
▶	555131

8.Monthly orders :-

```
SELECT
```

```
    EXTRACT(YEAR FROM orderDate) AS year,
```

```
    EXTRACT(MONTH FROM orderDate) AS month,
```

```
    COUNT(*) AS Number_Of_Orders
```

```
FROM
```

```
    orders
```

```
GROUP BY
```

```
    EXTRACT(YEAR FROM orderDate),
```

```
    EXTRACT(MONTH FROM orderDate)
```

```
ORDER BY
```

```
    year, month;
```

Query: Groups orders by year and month and counts the number of orders for each month.

Output: Lists the number of orders made in each month and year.

	year	month	Number_Of_Orders
►	2003	1	5
	2003	2	3
	2003	3	6
	2003	4	7
	2003	5	6
	2003	6	7
	2003	7	7
	2003	8	5
	2003	9	8
	2003	10	18
	2003	11	30

9.Sum Of Total Profit :-

SELECT

SUM(TotalProfit) AS SumTotalProfit

FROM

(SELECT

C.country,

SUM((OD.quantityOrdered * OD.priceEach) - (P.buyPrice * OD.quantityOrdered)) AS
TotalProfit

FROM

orders O

JOIN

customers C ON O.customerNumber = C.customerNumber

JOIN

orderdetails OD ON O.orderNumber = OD.orderNumber

JOIN

products P ON OD.productCode = P.productCode

GROUP BY

C.country) AS Subquery;

Query: Calculates the total profit by summing profits for each country.

Output: Provides the overall sum of total profits for all countries.

	SumTotalProfit
►	3825880.25

10.Top 5 selling products :-

```
SELECT SUM(orderdetails.quantityOrdered * orderdetails.priceEach) as Total_sales,  
products.productName  
  
FROM orderdetails  
  
INNER JOIN products ON orderdetails.productCode = products.productCode  
  
GROUP BY products.productName  
  
ORDER BY Total_sales DESC;
```

Query: Finds the top 5 selling products by calculating their total sales.

Output: Lists the top 5 selling products based on sales revenue.

	Total_sales	productName
►	276839.98	1992 Ferrari 360 Spider red
	190755.86	2001 Ferrari Enzo
	190017.96	1952 Alpine Renault 1300
	170686.00	2003 Harley-Davidson Eagle Drag Bike
	161531.48	1968 Ford Mustang

11.Top 5 selling Country :-

```
SELECT SUM(orderdetails.quantityOrdered * orderdetails.priceEach) AS Total_Sales,  
customers.country  
  
FROM orderdetails  
  
INNER JOIN orders ON orderdetails.orderNumber = orders.orderNumber  
  
INNER JOIN customers ON orders.customerNumber = customers.customerNumber  
  
GROUP BY customers.country  
  
ORDER BY Total_Sales DESC  
  
LIMIT 5;
```

Query: Determines the top 5 selling countries by calculating their total sales.

Output: Displays the top 5 countries with the highest sales.

	Total_Sales	country
▶	3273280.05	USA
	1099389.09	Spain
	1007374.02	France
	562582.59	Australia
	476847.01	New Zealand

12.Total sales by product category :-

SELECT products.productLine,sum(orderdetails.quantityOrdered*orderdetails.priceEach) as Total_Sales

FROM products

INNER JOIN orderdetails ON products.productCode = orderdetails.productCode

GROUP BY products.productLine

ORDER BY Total_sales DESC;

Query: Groups products by product category and calculates the total sales for each category.

Output: Shows the total sales for each product category.

	productLine	Total_Sales
▶	Classic Cars	3853922.49
	Vintage Cars	1797559.63
	Motorcycles	1121426.12
	Trucks and Buses	1024113.57
	Planes	954637.54
	Ships	663998.34
	Trains	188532.92

13.Total profit by product category :-

SELECT products.productLine, SUM(orderdetails.quantityOrdered * (orderdetails.priceEach - products.buyPrice)) AS Total_Profit

FROM products

INNER JOIN orderdetails ON products.productCode = orderdetails.productCode

GROUP BY products.productLine

ORDER BY Total_Profit DESC;

Query: Groups products by product category and calculates the total profit for each category.

Output: Provides the total profit for each product category.

	productLine	Total_Profit
▶	Classic Cars	1526212.20
	Vintage Cars	737268.33
	Motorcycles	469255.30
	Trucks and Buses	400553.22
	Planes	365960.71
	Ships	261289.47
	Trains	65341.02

Summary

According to data analysis that we have done, we can conclude that :-

1. The total sales of \$9.6 million represents the cumulative revenue generated from all products or services within a specified timeframe. This figure is a key financial metric that reflects the company's performance in terms of generating income. It can be used to assess business growth, profitability, and overall financial health.
2. The total profit for the company amounts to \$3.8 million. This figure represents the overall earnings that the company has generated after considering all expenses and costs. Total profit is a critical financial metric that reflects the company's ability to operate profitably and sustain its business.
3. The United States (USA) achieved the highest total sales among all countries, amounting to \$3.3 million. This indicates that the USA generated the most revenue from product sales compared to any other country. Additionally, the highest total profit among all countries was \$1.3 million. This means that the company earned the most profit after considering expenses and costs in the country associated with this figure.
4. The USA has 36 customers, showing a significant customer presence. Germany has 13 customers, a substantial but smaller base. France has 12 customers, indicating a notable presence. Spain has 7 customers, somewhat smaller but still significant. These numbers reveal customer distribution among countries, indicating market strength and growth potential. The company should use this data to tailor marketing and sales strategies for different locations effectively.

5. The average time it takes to ship a product is 4 days. This means, on average, it takes the company approximately 4 days from the order date to ship a product to the customer. This metric can be important for evaluating order fulfillment efficiency and meeting customer expectations for delivery times.
6. The company's total sales for the year 2003 amounted to \$3.2 million. In 2004, the total sales significantly increased to \$4.3 million. However, in 2005, there was a noticeable decline in total sales, which dropped to \$1.3 million. These figures provide a clear snapshot of the company's sales performance over these three years. The increase from 2003 to 2004 suggests growth, but the subsequent decrease in 2005 indicates a decline in sales.
7. There are 555,131 units of products currently available in stock. This figure represents the total quantity of products that the company has on hand and available for sale. Managing stock levels effectively is crucial to meet customer demand and ensure smooth operations.
8. Among the three years (2003 to 2005), November stands out as the month with the highest sales and profit. This suggests that November consistently performs well in terms of both generating revenue (sales) and earning profit for the company across these years.
9. The total selling price for the product "1992 Ferrari 360 Spider red" is \$276,839.98. This product holds the distinction of being one of the top-selling items among all products, indicating its popularity and success in generating revenue for the company.
10. The product category "Classic Cars" is the top-selling category. The total selling price for products in the "Classic Cars" category is \$3,853,922.49. This category has demonstrated significant sales success, making it a prominent contributor to the company's revenue.
11. The product category "Classic Cars" is the top-profitable category. The total profit generated from products in the "Classic Cars" category is \$1,526,212.20. This category not only has high sales but also delivers substantial profitability, making it a key contributor to the company's overall financial success.