

Global Super Store Project Analysis

Store Category and Sub –Category

Ad – Hoc Insights

RDBMS use – MySQL Workbench

Database Name – global_super_

Brief about Global Super Store Business

- Global Super Store (imaginary Company) is one of the leading Store selling items in category of Technology, Furniture and office Supplies.
- There is many Sub Category are selling in all 3 Categories like - Accessories, Chairs, Phone etc.
- There is 7 Market where Global Super Store sells their Products in Africa, APAC, Canada, EMEA, EU, LATAM, US
- Storing data for the year all years.

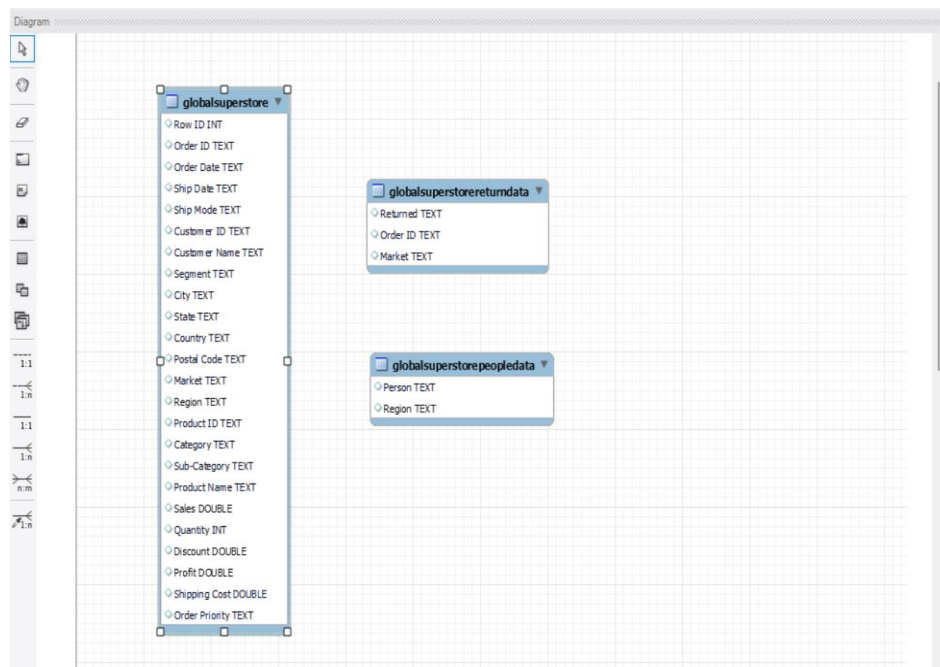
Problem Statement

- Management has observed a gap in their ability to make timely and informed decisions due to a lack of actionable insights. To address this challenge and enhance their data-driven decision-making capabilities, they plan to expand their data analytics team by recruiting several junior data analysts.

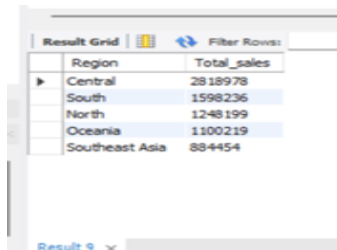
ER Model of Global Super Store

APPROACH

- They have provided 10 ad-hoc requests and tasked us with resolving them using SQL queries. Our responsibility includes transforming the SQL query results into visualizations and presenting the insights to senior management.



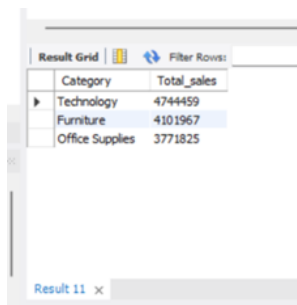
1. Could you provide a detailed report on the top 5 regions with the highest total sales? This should include the total sales amount for each region.



Region	Total_sales
Central	2818978
South	1598236
North	1248199
Oceania	1100219
Southeast Asia	884454

Result 9 x


2. Please identify and summarize the category that has generated the highest total sales. Include details of the sales figures associated with this top category.



Category	Total_sales
Technology	4744459
Furniture	4101967
Office Supplies	3771825

Result 11 x

3. I need an analysis of the top 5 sub-categories based on sales volume. The report should list these sub-categories along with their corresponding sales figures.





Sub-Category	Total_sales
Phones	1706627
Copiers	1509452
Chairs	1501699
Bookcases	1466570
Storage	1120089

Result 13 x



4. Could you generate a report on the top 5 markets that have achieved the highest total sales? Include the total sales amount for each of these markets.

Result Grid		Filter Rows
Market	Total_sales	
APAC	3585864	
EU	2938155	
US	2272619	
LATAM	2164712	
EMEA	806189	

5. Please determine which market has recorded the highest quantity of products sold. Include the total quantity sold for that market in your report.

Result Grid			 Filter Rows:
	Market	Total_qty	
▶	APAC	41226	
	LATAM	38526	
	EU	37773	
	US	36749	
	EMEA	11517	

6. I need to find out which customer ID has generated the highest Sales. Please provide a summary of the total Sales associated with this customer Id.

Result Grid		  Filter Rows
	Customer ID	Total_Sales
▶	TA-21385	35669
	GT-14710	34473
	TC-20980	34182
	SM-20320	31124
	BW-11110	30619

7. Could you identify the customers who have returned the highest number of items over the years? The report should include details on the total number of returned items for each customer.

Result Grid		Filter Rows:	Exports:
Customer ID	Year	Total_Returned_Orders	
TB-21055	2013	17	
JK-16090	2012	15	
DH-13075	2014	14	
NW-18400	2012	14	

8. Please prepare a comparative analysis of sales figures across different years.

Result Grid				
Filter Rows:		Exports:		Wrap Cell Contents:
Sales_2011	Sales_2012	Sales_2013	Sales_2014	
2257042	2671411	3397948	4291850	

9. I require a calculation of the year-over-year sales growth rate percentage. Please provide a detailed report showing the growth rate for each year compared to the previous year.

Result Grid				
Filter Rows:		Exports:		Wrap Cell Contents:
Current_Year	Previous_Year	Current_Sales	Previous_Sales	Sales_Growth_Percentage
2012	2011	2671411	2257042	18.3589
2013	2012	3397948	2671411	27.1968
2014	2013	4291850	3397948	26.3071

10. Identify customers ID with the highest frequency of purchases, highest total sales, and the largest number of orders over the years. Include details on purchase frequency, total sales, and order counts for these customers.

Result Grid			
Filter Rows:		Exports:	
Wrap Cell Contents:			
Customer ID	Total_Sales	Number_of_Orders	
TA-21385	35669	25	
GT-14710	34473	30	
TC-20980	34182	28	
SM-20320	31124	21	
RW-11110	30619	35	