Project Objective: Analyzing how sales can be improved at Dunder Mifflin paper.

Skills: SQL, data exploration, visualization and interpretation.

Dataset: Dunder Mufflin Paper Sales Table, from Mode Studio.

Hypothesis:

Analyze the sales performance of Dunder Mifflin Paper

SELECT

 purchased_at,

 product_name,
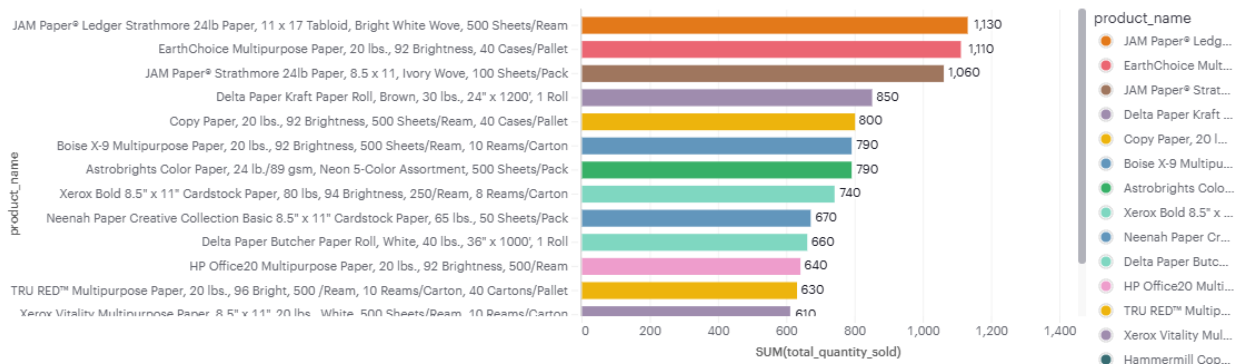
 SUM(quantity) AS total_quantity_sold

 FROM tutorial.dunder_mifflin_paper_sales

 GROUP BY purchased_at,product_name

 ORDER BY purchased_at,total_quantity_sold DESC;

Analys

Insight

Insights:

JAM Paper Ledger Strathmore 24lb Paper,11 x 17 Tabloid is the bestselling product. It could be highlighted in promotional materials, bundles and discounts to further drive sales.
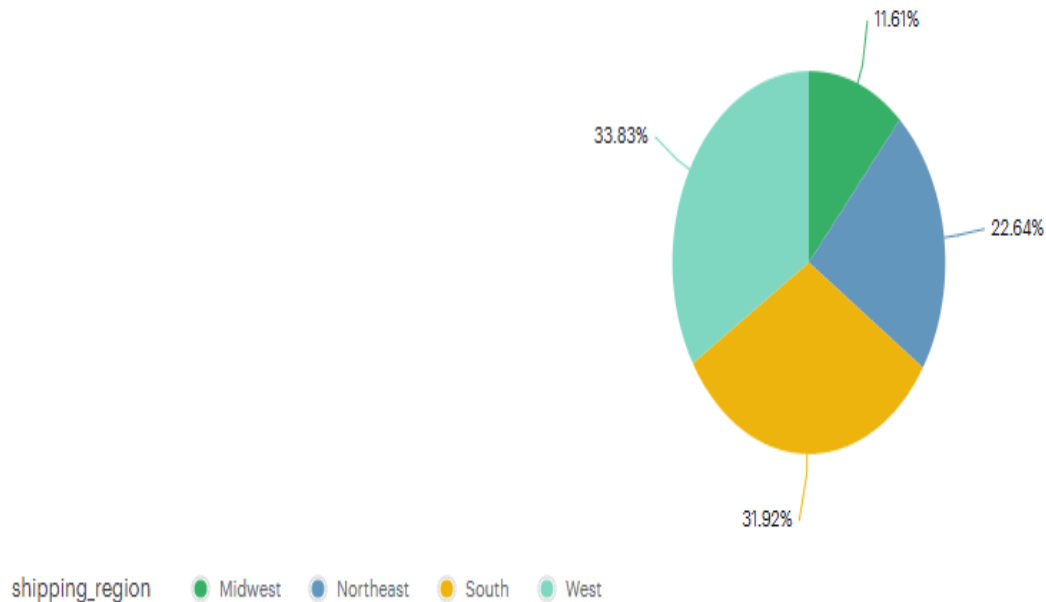
Hypothesis:

Which region generates the highest sales of muffin paper?

SELECT shipping_region,

SUM(quantity) AS total_quantity_shipped

FROM tutorial.dunder_mifflin_paper_sales

GROUP BY shipping_region

ORDER BY total_quantity_shipped DESC;

Insights:

Analysis of The Region with Highest Sales of Mufflin Papers

From the Pie Chart West Region has the highest sales of mufflin papers. Customer loyalty programs could be introduced in this region to encourage repeat purchases.

shipping_region ● Midwest ● Northeast ● South ● West

Hypothesis:

Determine if there are specific times of the year when muffin paper sales peak

SELECT purchased_at,

SUM(quantity) AS peak_sales

FROM tutorial.dunder_mifflin_paper_sales

WHERE quantity >= 50

GROUP BY purchased_at

ORDER BY peak_sales DESC;

--To see the specific months clearly,I use the function DATE_TRUNCATE is a function in

--PostgreSQL that truncates a date or timestamp to a specified precision.

--This is useful for grouping data by specific time periods, such as year, month, day, etc.

SELECT DATE_TRUNC('month', purchased_at) AS month,

    SUM(quantity) AS peak_sales

FROM tutorial.dunder_mifflin_paper_sales

WHERE quantity >= 50

GROUP BY month

ORDER BY peak_sales DESC;

Insights:

From the line chart the highest peak sales are in October. In addition, the sales are also high in the months of March and June. I recommend restocking of mufflin papers before the month of October, June and March to avoid running out of stock and seasonal campaigns can be planned ahead of peak seasons.

Hypothesis:

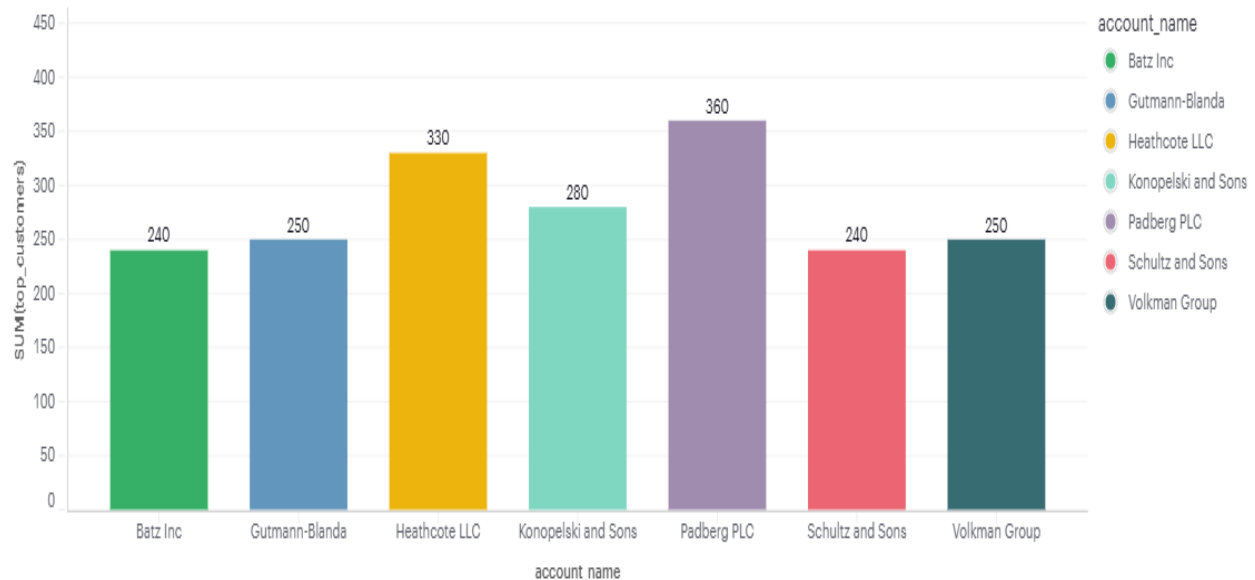Determine top customers purchasing mifflin paper?

```
SELECT account_name,

SUM(quantity) AS Top_Customers

FROM tutorial.dunder_mifflin_paper_sales

GROUP BY account_name

ORDER BY Top_Customers DESC

LIMIT 7;
```

Insights:

Investigating the Top Customers Purchasing Mufflin Papers

Padberg PLC has purchased the highest quantity of mufflin papers, followed by Heathcote LLC having the second largest purchased quantity.

Personalize discount can be arranged for these customers and loyalty program could be introduced for customers to earn points on every purchase to get gift.

Hypothesis:

Determine the best performing manager

```
SELECT account_manager,

SUM(quantity) AS Total_Product_Sold
```
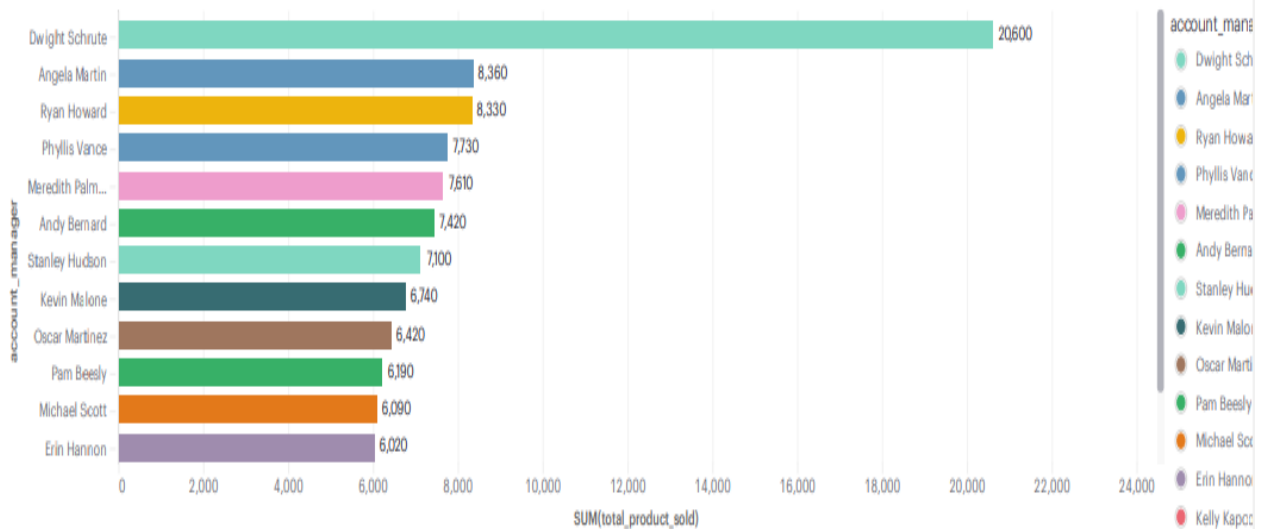
FROM tutorial.dunder_mifflin_paper_sales

GROUP BY account_manager

ORDER BY Total_Product_Sold DESC;

Insights:

Best Performing Manager at Muffin Papers

Dwight S. has the most sales .Angela Marin is the second although not even selling half the quantity compared to Dwight S.I recommend, establishing incentive programs to motivate other managers to achieve similar results. Recognize Dwight's contributions with awards or bonus to motivate him and other managers. Also document and share his sales strategies .

Conclusion

Managers can make well informed sales and marketing decisions by using the insights from my data analysis.