

Steps involved for project

Steps involved for
project submissi..

Step 1. Downloaded and restored the tables from the tar file in PostgreSQL.

Step 2. As per the requirement, extracted the necessary columns from all the tables without filtering for the years.

Step 3. Established the relationship between the extracted data and the provided "salesbudget" files.

Step 4. For all questions, I applied filters on years as per the requirement to analyze from 2021 to 2023.

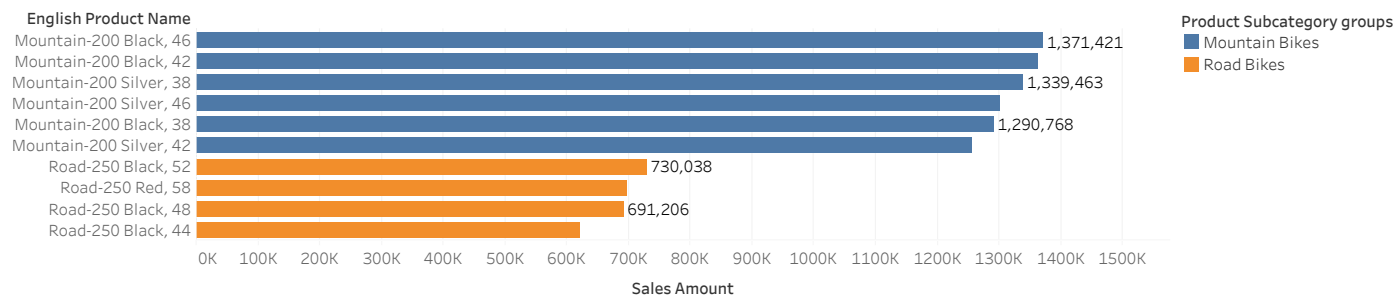
Step 5. Solved all five questions along with additional charts, dashboards, and stories.

Step 6. For the top 10 customers, instead of calculating rank calculation field, I extracted the top 10 customers and selected the "keep only" option instead of applying a filter on the top 10 customers.

There was a break for 2-3 days for the doubt clearing session, so I made a video based on the approach for the second question mentioned above for submission of the project.

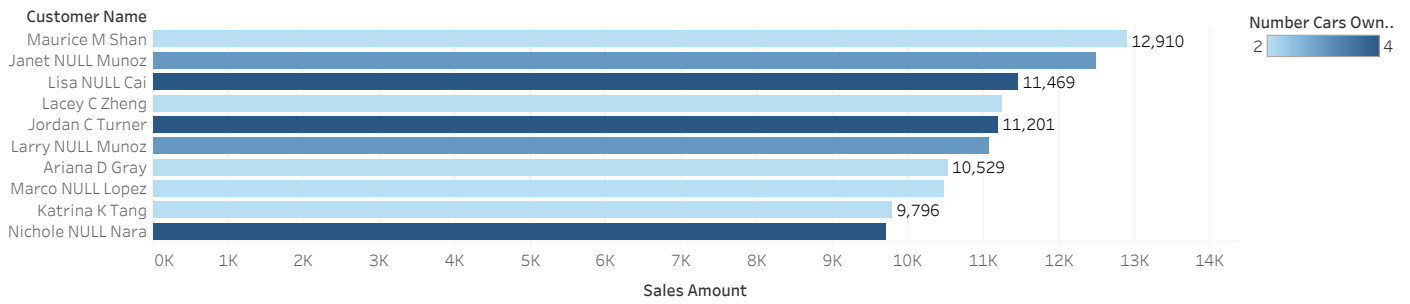
Note: After discussing with Shivang sir in further sessions, it was confirmed that my approach and answer are correct, so there will be no deduction of marks for the top 10 customers.

Top 10 products by sales amount



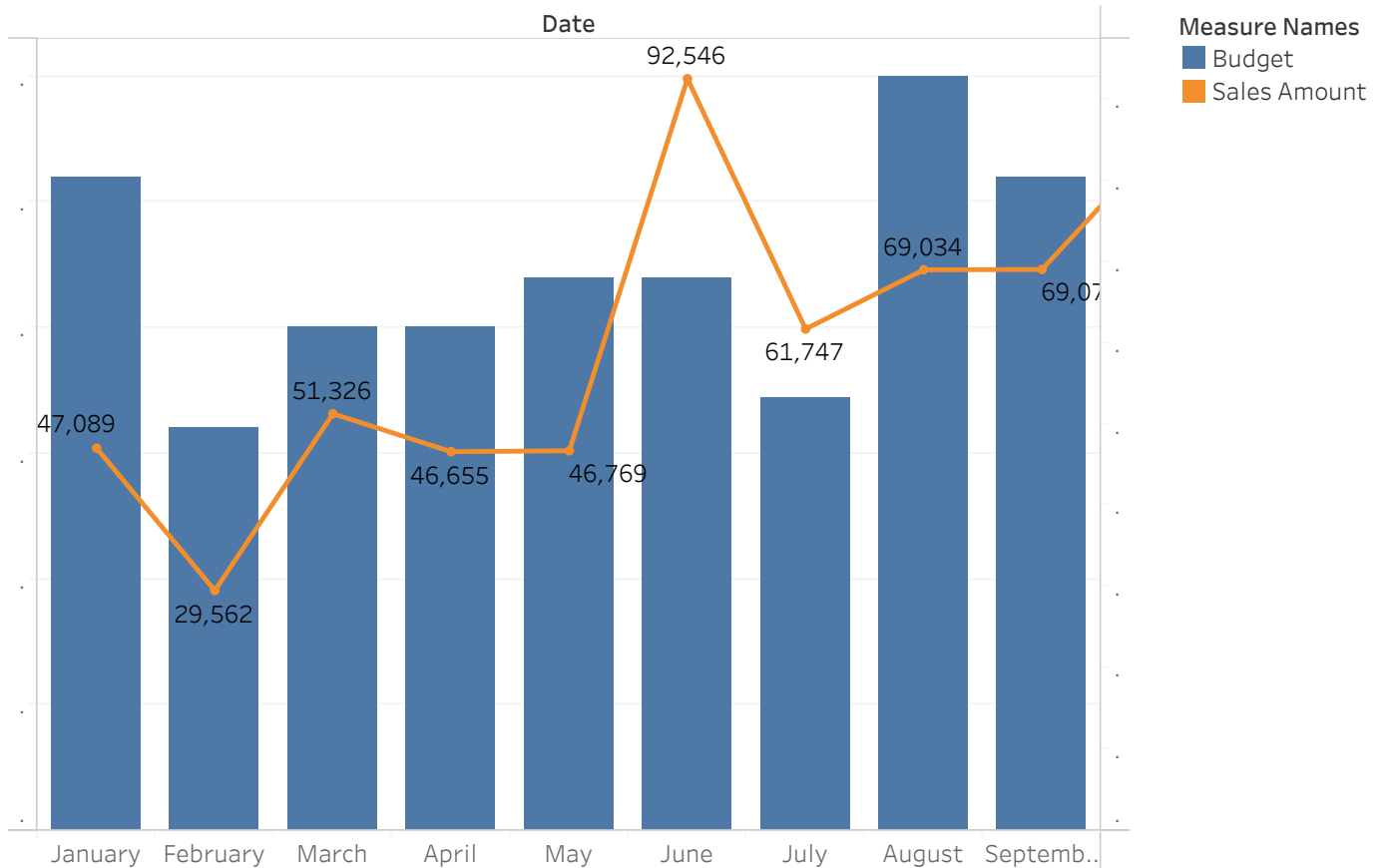
Sum of Sales Amount for each English Product Name. Color shows details about Product Subcategory groups. The marks are labeled by sum of Sales Amount. The data is filtered on Order Date Year, which keeps 2021, 2022 and 2023. The view is filtered on English Product Name, which has multiple members selected.

Top 10 customers



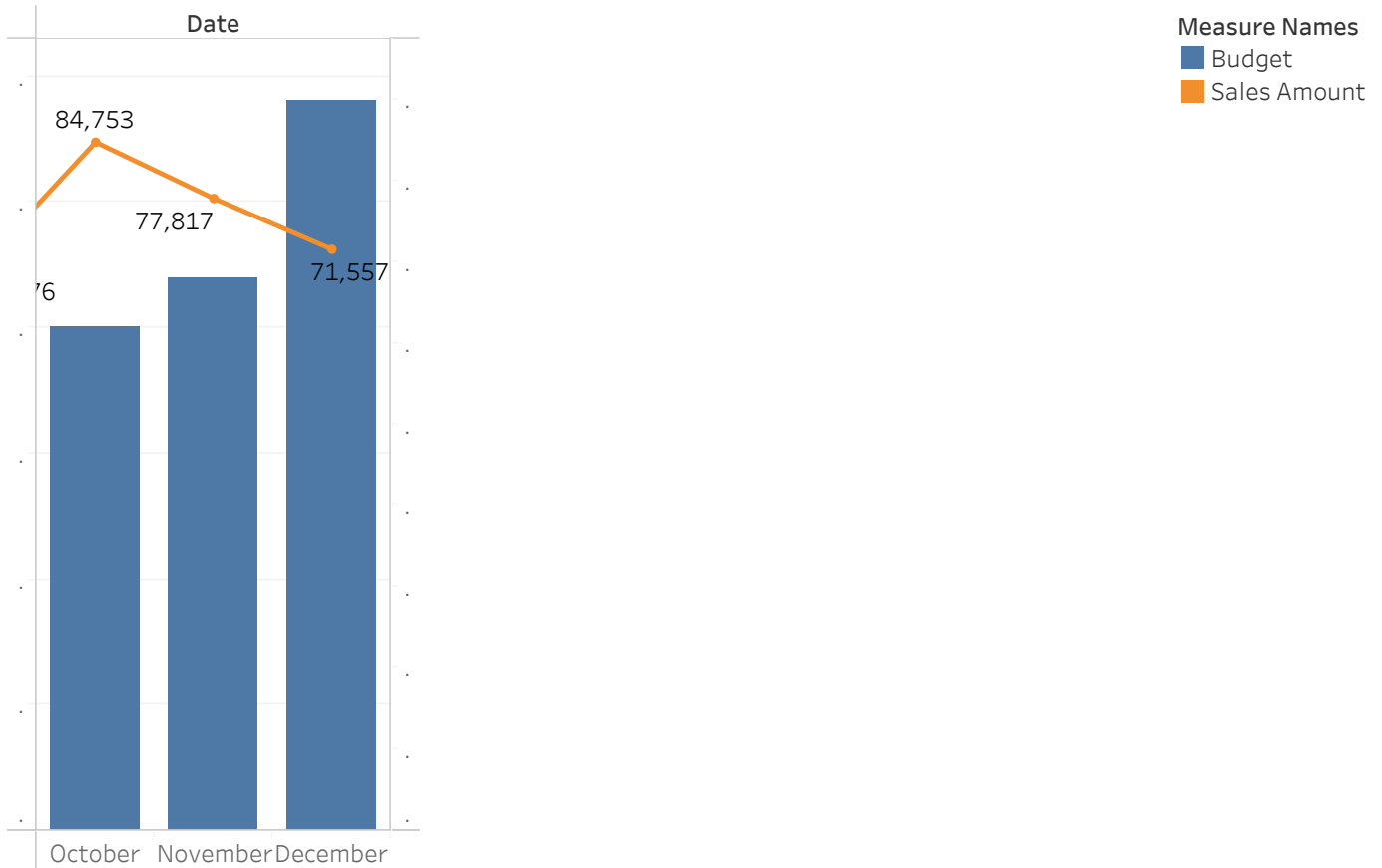
Sum of Sales Amount for each Customer Name. Color shows sum of Number Cars Owned. The marks are labeled by sum of Sales Amount. The data is filtered on Order Date Year, which keeps 2021, 2022 and 2023. The view is filtered on Customer Name, which keeps Top 10 Customers based on sum of total sales amount

Sales figures VS budget



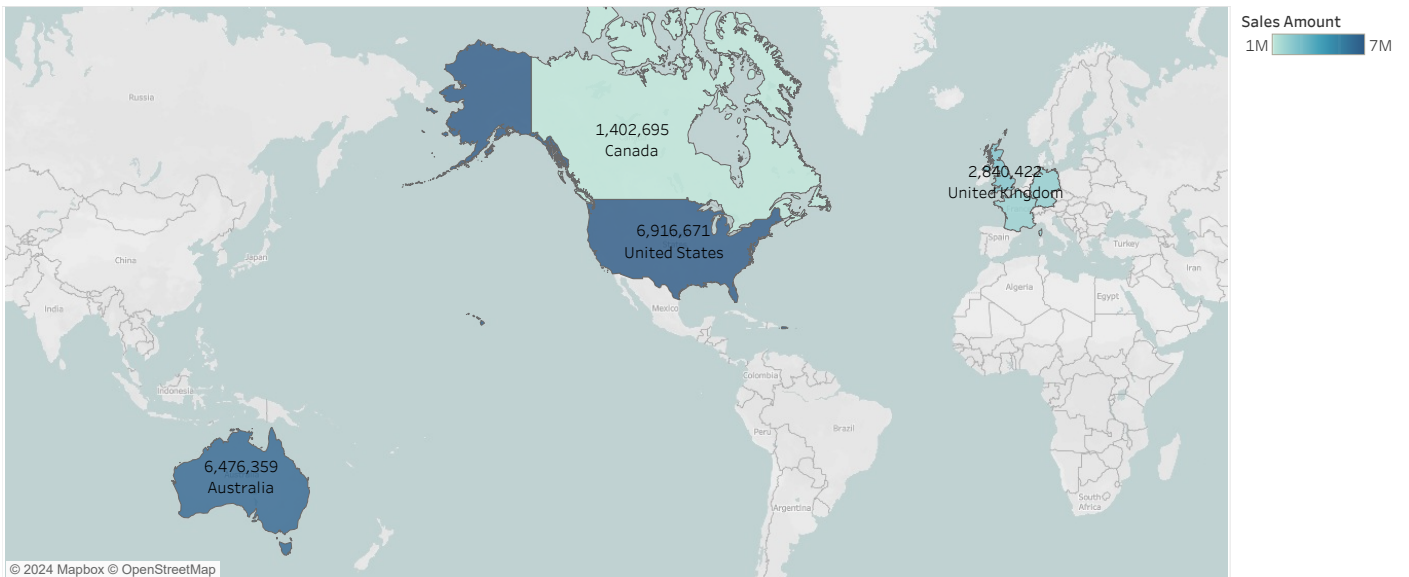
The trends of Budget and Sales Amount for Date Month. Color shows details about Budget and Sales Amount. For pane Sum of Sales Amount: The marks are labeled by Sales Amount. The data is filtered on Order Date Year and Date Month. The Order Date Year filter keeps 2021, 2022 and 2023. The Date Month filter keeps non-Null values only.

Sales figures VS budget



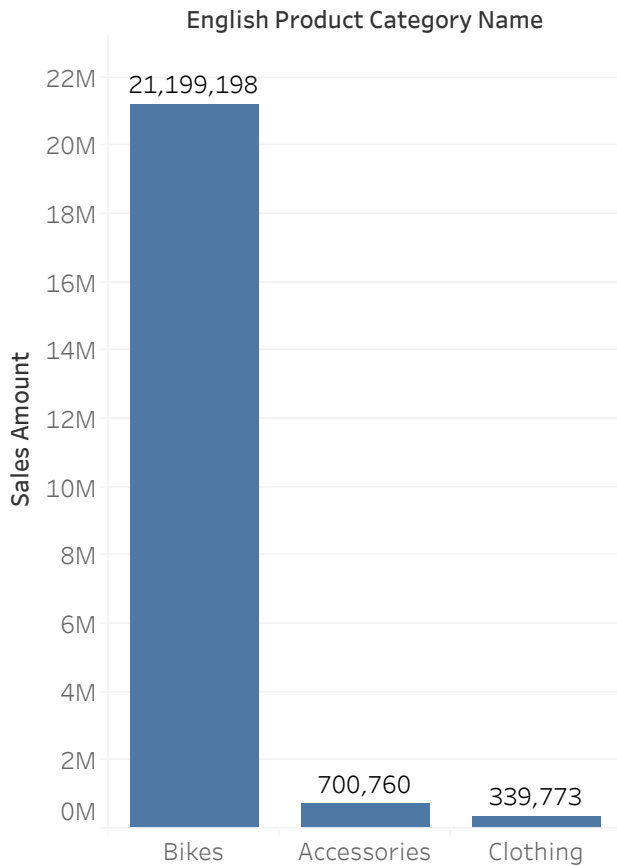
The trends of Budget and Sales Amount for Date Month. Color shows details about Budget and Sales Amount. For pane Sum of Sales Amount: The marks are labeled by Sales Amount. The data is filtered on Order Date Year and Date Month. The Order Date Year filter keeps 2021, 2022 and 2023. The Date Month filter keeps non-Null values only.

Sales figures by regions



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales Amount. The marks are labeled by sum of Sales Amount and English Country Region Name. Details are shown for English Country Region Name. The data is filtered on Order Date Year, which keeps 2021, 2022 and 2023.

Product categories VS sales

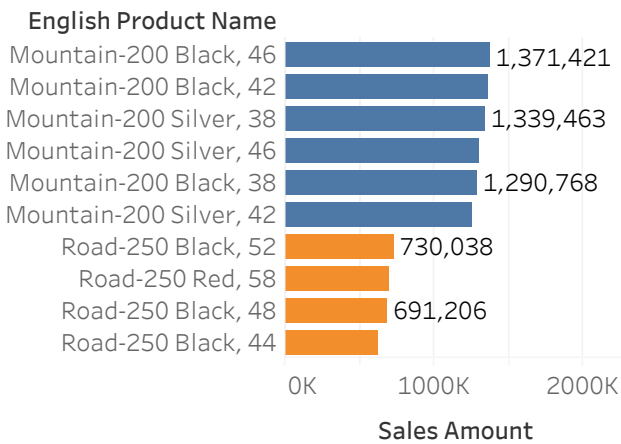


Sum of Sales Amount for each English Product Category Name. The marks are labeled by sum of Sales Amount. The data is filtered on Order Date Year, which keeps 2021, 2022 and 2023. The view is filtered on sum of Sales Amount, which keeps non-Null values only.

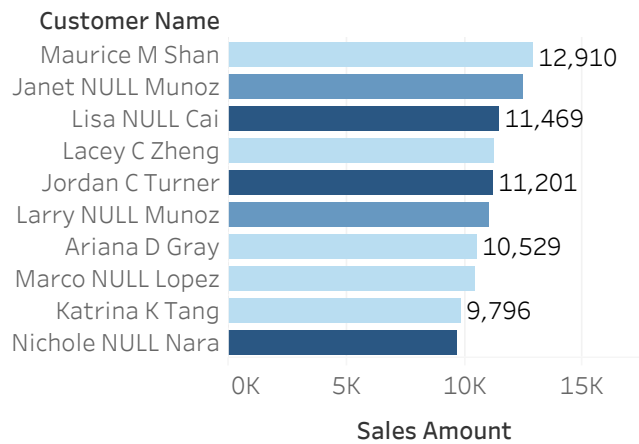


Sales Analysis for "The Bike Haven" Over the 2021-2023

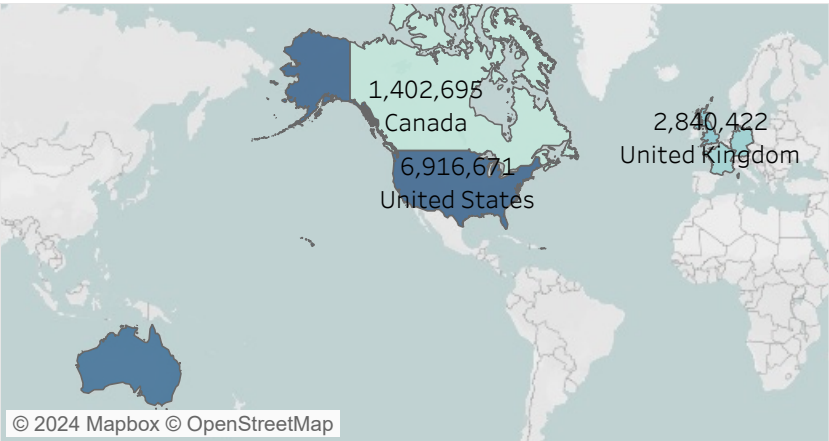
Top 10 products by sales amount



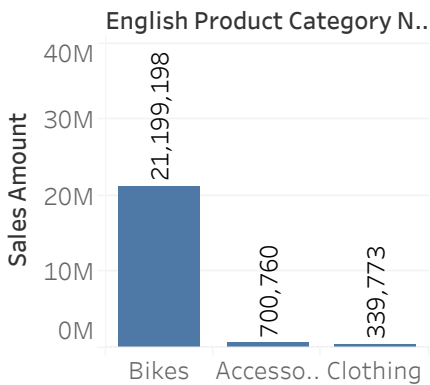
Top 10 customers



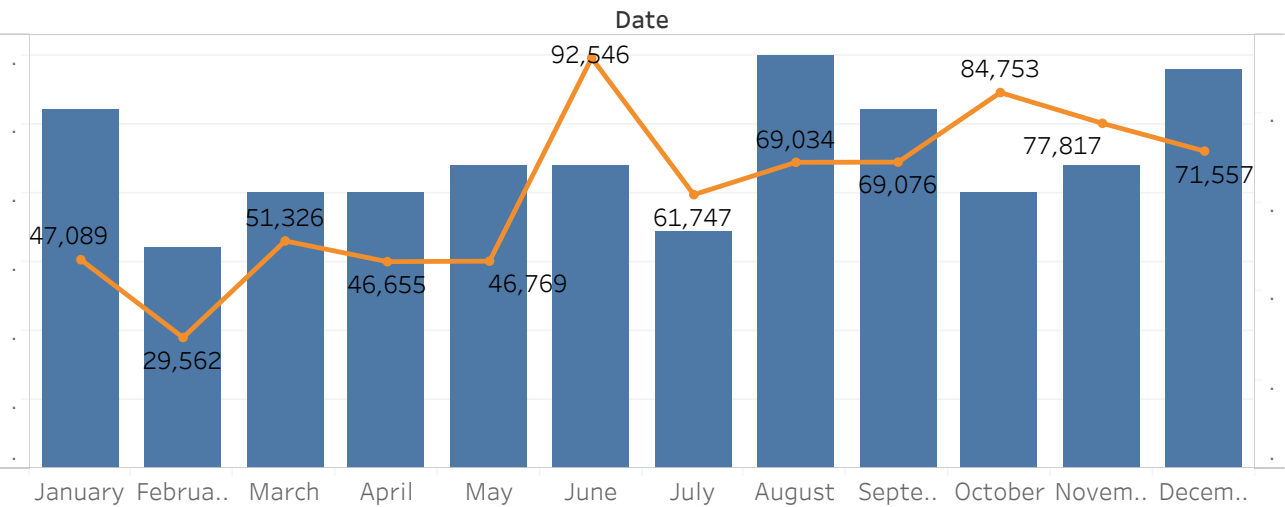
Sales figures by regions



Product categories VS sales



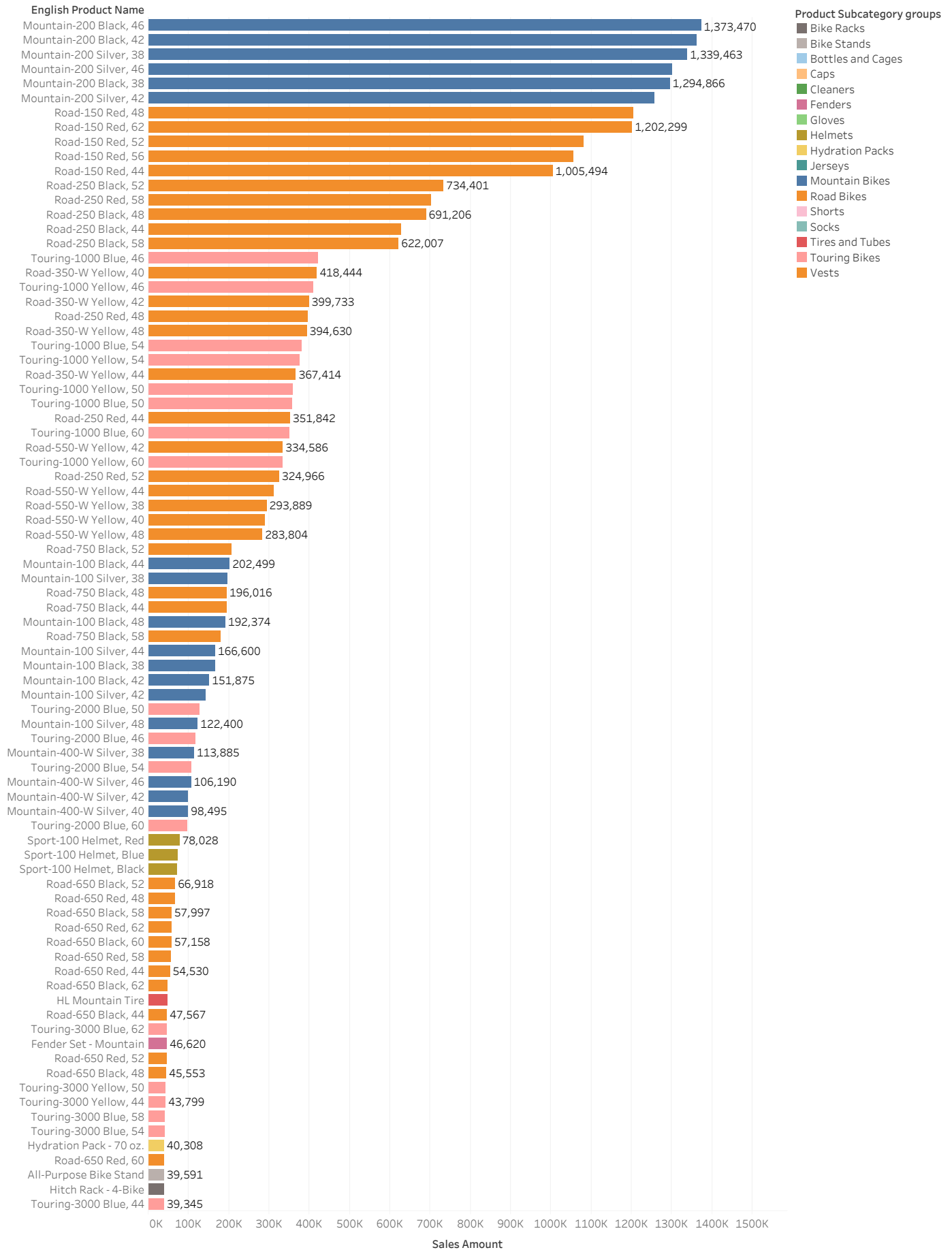
Sales figures VS budget



Alt+ Navigate Sales Vs Budget

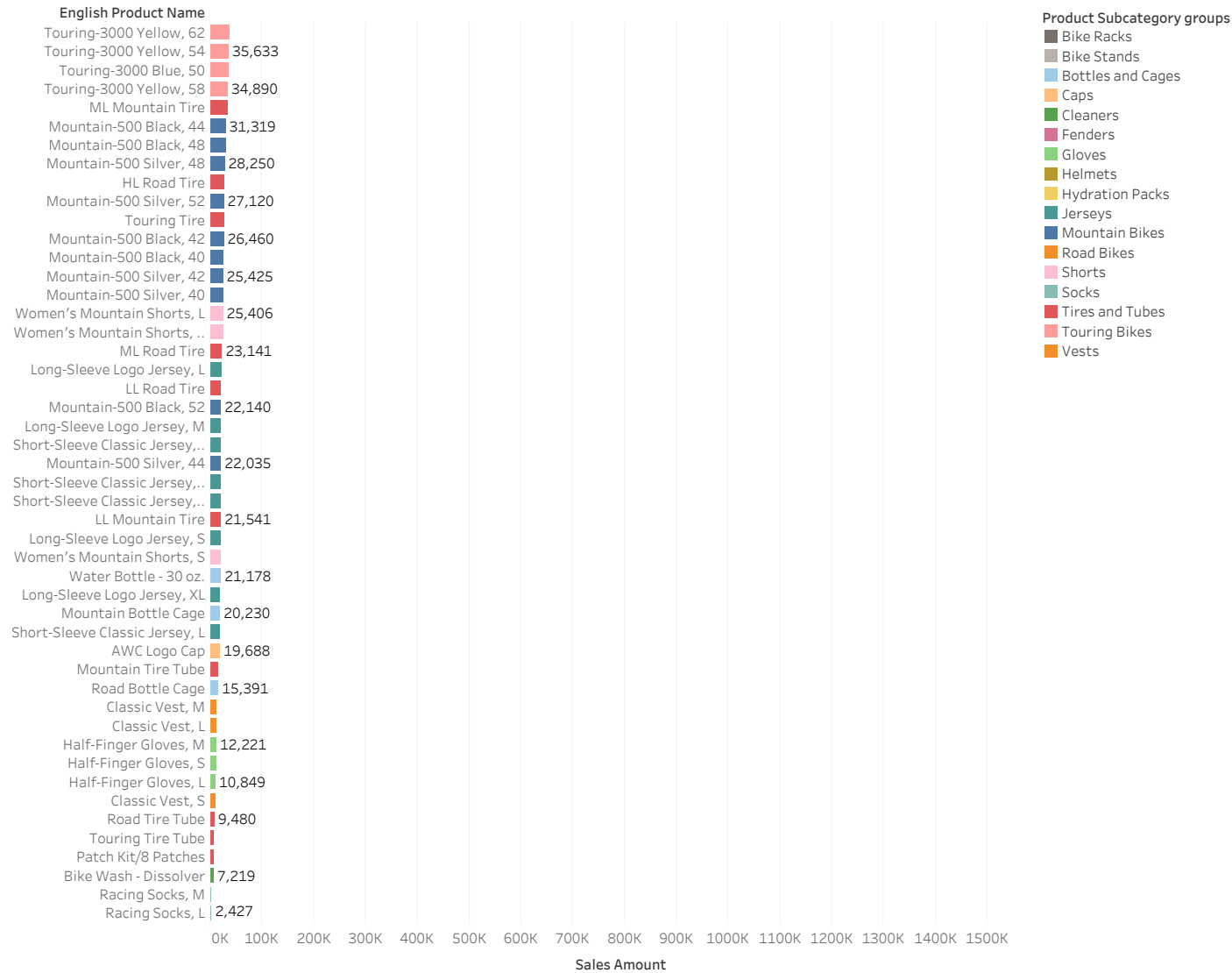
Alt+ Download

Analysis of product



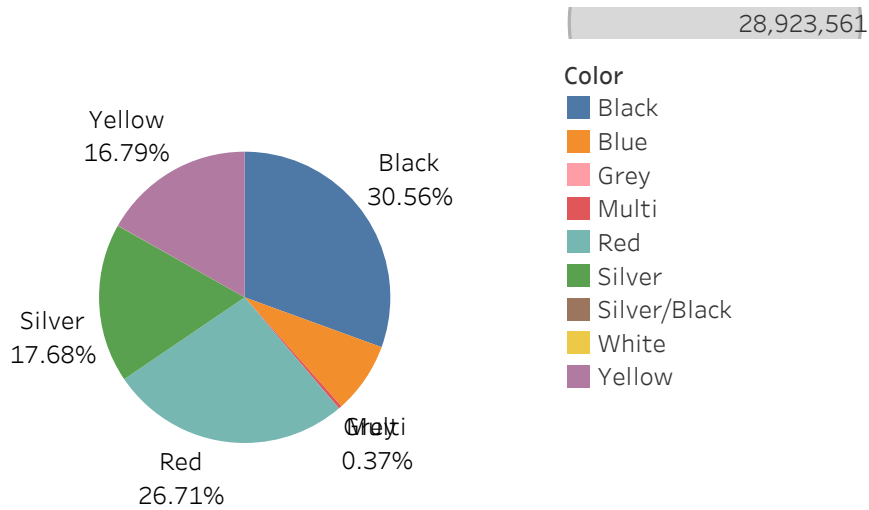
Sum of Sales Amount for each English Product Name. Color shows details about Product Subcategory groups. The marks are labeled by sum of Sales Amount. The data is filtered on English Product Category Name and Order Date Year. The English Product Category Name filter keeps Clothing. The Order Date Year filter keeps 2021, 2022 and 2023.

Analysis of product



Sum of Sales Amount for each English Product Name. Color shows details about Product Subcategory groups. The marks are labeled by sum of Sales Amount. The data is filtered on English Product Category Name and Order Date Year. The English Product Category Name filter keeps Clothing. The Order Date Year filter keeps 2021, 2022 and 2023.

Colour-wise sales



Color and % of Total Sales Amount.

Color shows details about Color.

Size shows sum of Sales Amount.

The marks are labeled by Color and

% of Total Sales Amount. The data

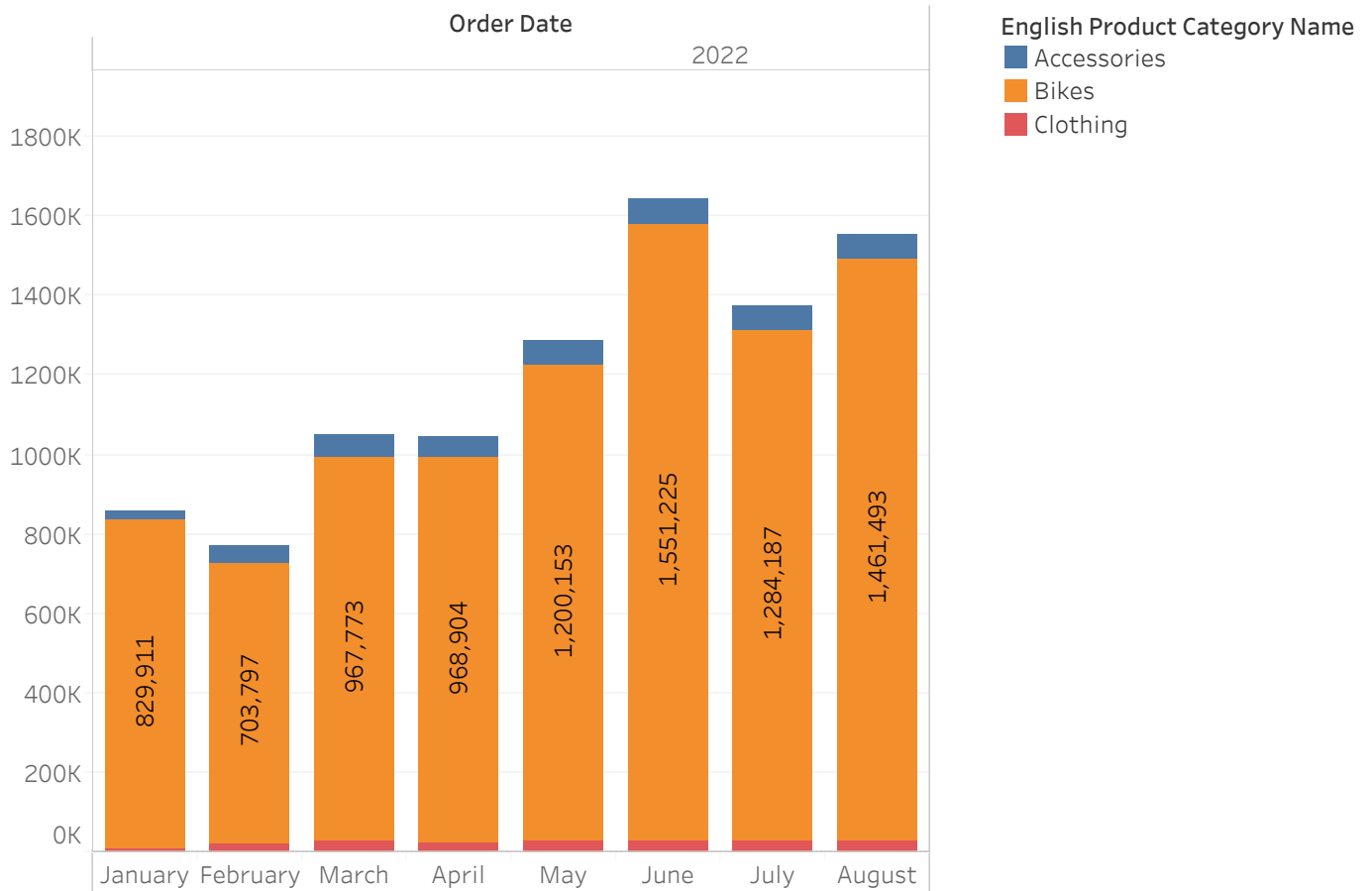
is filtered on Order Date Year,

which keeps 2021, 2022 and 2023.

The view is filtered on Color, which

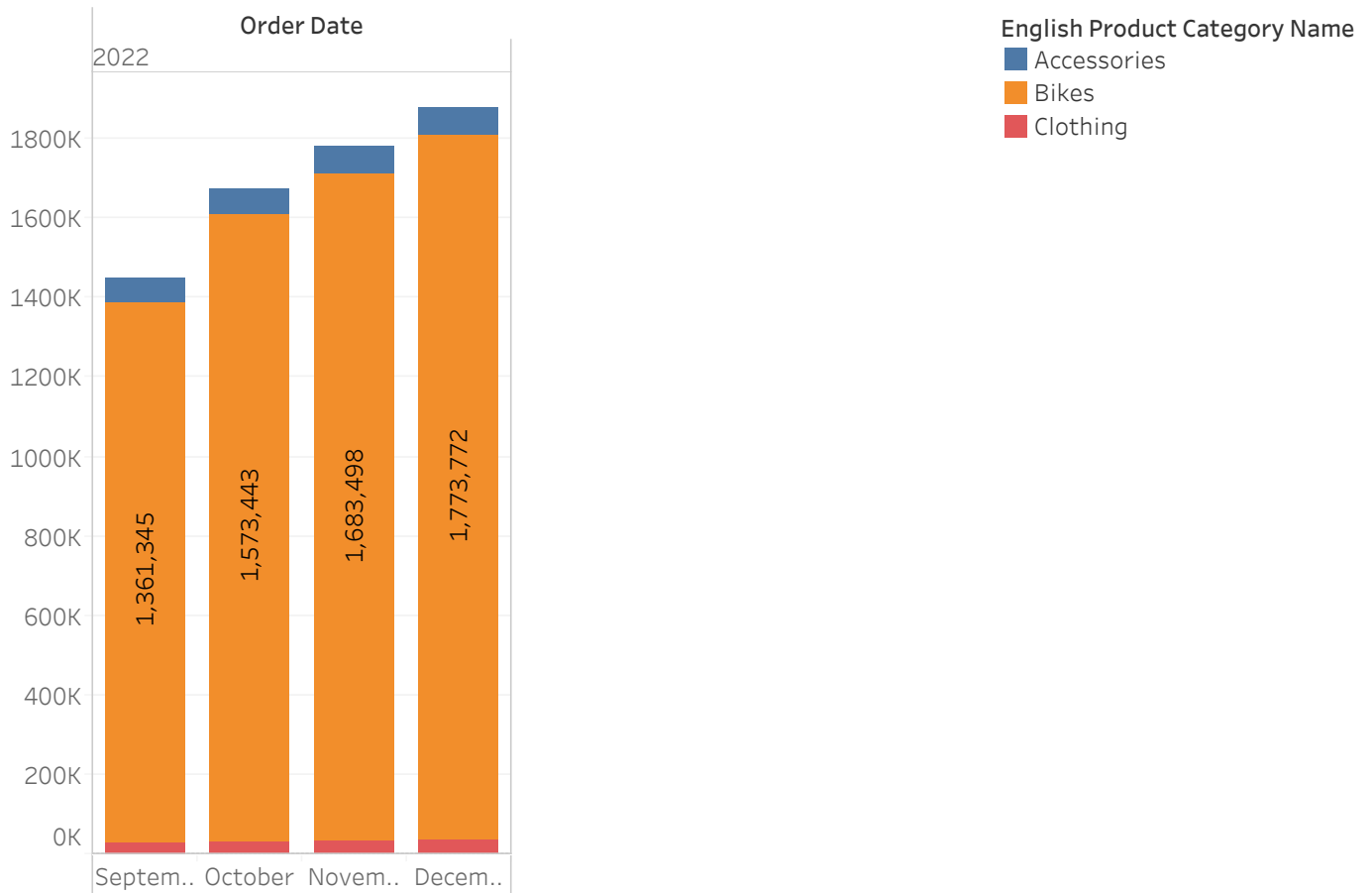
excludes NA.

Sales over time



Sum of Sales Amount for each Order Date Month broken down by Order Date Year. Color shows details about English Product Category Name. The marks are labeled by sum of Sales Amount. The view is filtered on Order Date Year, which keeps 2022.

Sales over time

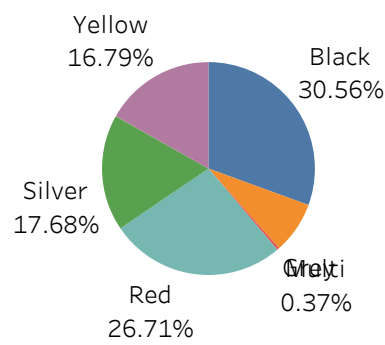


Sum of Sales Amount for each Order Date Month broken down by Order Date Year. Color shows details about English Product Category Name. The marks are labeled by sum of Sales Amount. The view is filtered on Order Date Year, which keeps 2022.

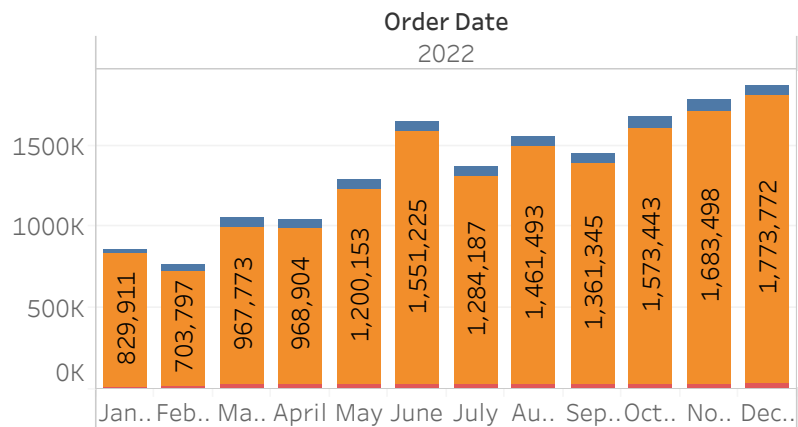


Product Analysis for "The Bike Haven" Over the 2021-2023

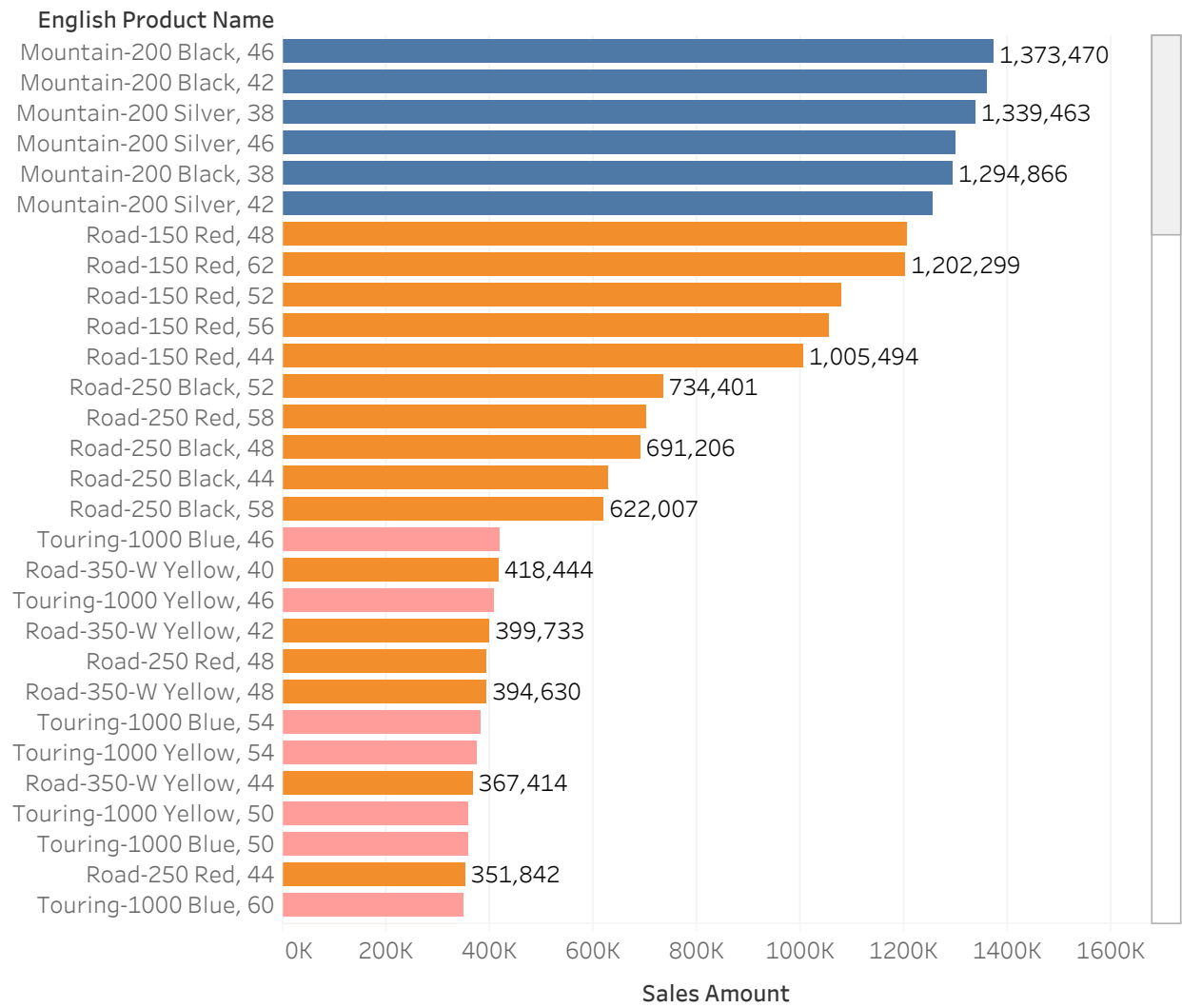
Colour-wise sales



Sales over time



Analysis of product



Alt+Navigate Analysis of product

Alt+ Download

Overall story for project

Sales, product summary of "The Bike Haven" over period of time (2021-2023)

After analyzing product sales at The Bike Haven, I observed that **mountain bikes and road bikes acquire more sales**. In other categories, we need to work on and fulfill the quality of the product so it will start selling and give good figures.

After analyzing customers, I observed that sales to customers who own fewer cars are average. Therefore, the **customer success teams should ascertain the further requirements of these customers**, and accordingly, we can provide the products according to their needs.

According to our sales budget and the sales that happened in 2021, I observed that in the second **semester of the year, sales couldn't achieve the budget**. However, I'm happy to share that in the year **2022, we achieved our budget in the second semester** as well. However, in the year 2022, somehow we failed to achieve the sales target in the first semester in three of the top four months.

In terms of regional sales analysed by map chart, the **United States and Australia** have good figures, but **Canada** has lower figures.

Categories by sales analysis show that the **bikes and accessories category has more sales** compared to others.

Products in **black color are highly liked by customers**, while **white and multicolor options are less preferred**. Therefore, my suggestion is to discontinue producing products in these two colors and introduce new color options instead

In the sales over time analysis, I observed that there were **zero sales of accessories and clothing in the year 2021**. However, in 2022, there was a beginning of sales in the accessories and clothing category.