Business Request No.: 1	Department: HR	Devilry Form: Tabular	Date: 9/22/2021

1. Provide a table with the region for each sales representative along with their associated accounts. Your final table should include three columns: the region name the sales representative name and the account name. Sort the accounts alphabetically (A-Z) according to account name.
2. Provide a table with the region for each sales representative along with their associated accounts. This time only for the Midwest region. Your final table should include three columns: the region name the sales rep name and the account name. Sort the accounts alphabetically (A-Z) according to account name.
3. Provide a table with the region for each sales representative along with their associated accounts. This time only for accounts where the sales rep has a first name starting with S and in the Midwest region. Your final table should include three columns: the region name the sales rep name and the account name. Sort the accounts alphabetically (A-Z) according to account name.
4. Provide a table that provides the region for each sales representative along with their associated accounts. This time only for accounts where the sales representative has a last name starting with K and in the Midwest region. Your final table should include three columns: the region name the sales representative name and the account name. Sort the accounts alphabetically (A-Z) according to account name.
5. Find the number of sales reps in each region. Your final table should have two columns - the region and the number of sales representative. Order from fewest reps to most reps. Determine the number of times a particular channel was used in the web_events table for each sales representative. Your final table should have three columns - the name of the sales representative the channel and the number of occurrences. Order your table with the highest number of occurrences first.
6. Determine the number of times a particular channel was used in the web_events table for each sales representative. Your final table should have three columns - the name of the sales representative the channel and the number of occurrences. Order your table with the highest number of occurrences first.
7. Have any sales representative worked on more than one account?
8. How many of the sales representative have more than 5 accounts that they manage?
9. We would like to identify top performing sales representatives which are sales reps associated with more than 200 orders or more than 750000 in total sales. The middle group has any rep with more than 150 orders or 500000 in sales. Create a table with the sales rep name the total number of orders total sales across all orders and a column with top middle or low depending on this criteria. Place the top sales people based on dollar amount of sales first in your final table.
10. Provide the name of the sales representative in each region with the largest amount of total_amt_usd sales.
11. We would like to see the performance of each and every sales representative in terms of the revenue and quantity sold. It would be better if your break it down by channel and the paper type they sold. Furthermore, highlight the revenue performance of the top 22 sales representatives. (**Delivery Form**: Visual)

Business Request No.: 2	**Department**: Finance	**Devilry Form**: Tabular	**Date:** 9/22/2021

1. Find all the orders that occurred in 2015. Your final table should have 4 columns: occurred_at account name order total and order total_amt_usd.
2. What are the average quantity & total revenue for each paper type (standard gloss poster)?
3. What is median of (total_amt_usd) values?
4. For each account determine the average amount spent per order on each paper type. Your result should have four columns - one for the account name and one for the average amount spent on each paper type.
5. Which month did Parch & Posey have the greatest sales in terms of total dollars? Are all months evenly represented by the dataset?
6. Which year did Parch & Posey have the greatest sales in terms of total number of orders? Are all years evenly represented by the dataset?
7. In which month of which year did Walmart spend the most on gloss paper in terms of dollars?
8. What is the lifetime average amount spent in terms of total_amt_usd for the top 10 total spending accounts
9. What is the lifetime average amount spent in terms of total_amt_usd including only the companies that spent more per order on average than the average of all orders?
10. Provide the revenue and the running totals for the revenues of the three paper types partitioned by account number and ordered by time month and year of occurrence?
11. Provide a time line of the revenue and the running revenue. (**Delivery Form**: Visual)

Business Request No.: 3	Department: Market & Sales	Devilry Form: Tabular	Date: 9/22/2021

1. What are ALL the accounts associated with ALL orders?
2. Provide a table for all web_events associated with account name of Walmart. There should be three columns. Be sure to include the primary person of contact time of the event and the channel for each event. Additionally you might choose to add a fourth column to assure only Walmart events were chosen.
3. Provide the name for each region for every order as well as the account name and the average order unit price they paid (total_amt_usd/total) for the order. Your final table should have 3 columns: region name account name and order average unit price.
4. Provide the name for each region for every order as well as the account name and the order average unit price they paid (total_amt_usd/total) for the order. However you should only provide the results if the standard order quantity exceeds 100. Your final table should have 3 columns: region name account name and order average unit price.
5. Provide the name for each region for every order as well as the account name and the order average unit price they paid (total_amt_usd/total) for the order. However you should only provide the results if the standard order quantity exceeds 100 and the poster order quantity exceeds 50. Your final table should have 3 columns: region name account name and order average unit price. Sort for the smallest unit price first.
6. What are the different channels used by account id 1001? Your final table should have only 2 columns: account name and the different channels.
7. When was the earliest order ever placed?
8. Find the total number of times each type of channel from the web_events was used. Your final table should have two columns - the channel and the number of times the channel was used.
9. What was the primary contact associated with the earliest web_event?
10. What was the smallest order placed by each account in terms of total usd. Provide only two columns - the account name and the total usd. Order from smallest dollar amounts to largest.
11. For each account determine the average quantity of each type of paper they purchased across their orders. Your result should have four columns - one for the account name and one for the average spent on each of the paper types.
12. Determine the number of times a particular channel was used in the web_events table for each region. Your final table should have three columns - the region name the channel and the number of occurrences. Order your table with the highest number of occurrences first.
13. How many accounts have more than 20 orders?
14. Which account has the most orders?
15. How many accounts spent more than 30000 usd total across all orders?
16. How many accounts spent less than 1000 usd total across all orders?
17. Which account has spent the most?
18. Which accounts used facebook as a channel to contact customers more than 6 times?
19. Which account used facebook most as a channel?
20. Which channel was most frequently used by most accounts?
21. Provide a table to show for each order the account ID total amount of the order and the level of the order - 'Large' or 'Small' - depending on if the order is $3000 or more or less than $3000.
22. Provide a table to show the number of orders in each of three categories based on the total number of items in each order. The three categories are: 'At Least 2000' 'Between 1500 and 2000' and 'Less than 1500'.
23. We would like to understand 3 different branches of customers based on the amount associated with their purchases. The top branch includes anyone with a Lifetime Value (total sales of all orders) greater than 200000 usd. The second branch is between 200000 and 100000 usd. The lowest branch is anyone under 100000 usd. Provide a table that includes the level associated with each account. You should provide the account name the total sales of all orders for the customer and the level. Order with the top spending customers listed first.
24. We would now like to perform a similar calculation to the previous but we want to obtain the total amount spent by customers only in 2016 and 2017. Keep the same levels as in the previous question. Order with the top spending customers listed first.
25. Provide the average number of events for each day for each channel.
26. For the region with the largest sales total_amt_usd how many total orders were placed?
27. How many accounts had more total purchases than the account name which has bought the most standard quantity paper throughout their lifetime as a customer?
28. For the customer that spent the most (in total over their lifetime as a customer) total_amt_usd how many web_events did they have for each channel?
29. Provide a record for the revenue previous date revenue difference from the previous date revenue for the top 10 most spending accounts
30. Show the revenue and the quantity sold of the top 10 accounts in visual report. (**Delivery Form**: Visual)