

My-SQL Information From Sales Performance Analysis

Description: This dataset contains sales data from a retail company.

I. Analysis Needs:

- Descriptive analysis to understand the distribution of sales data.
- Analyze sales performance by product, region, and time.
- Identify the factors that affect sales performance.
- Predict future sales using a regression model.

Table Information :

	Field	Type	Null	Key	Default	Extra
	ORDERLINENUMBER	tinyint	NO		NULL	
	SALES	text	NO		NULL	
	ORDERDATE	varchar(20)	NO		NULL	
	STATUS	varchar(10)	NO		NULL	
	QTR_ID	tinyint	NO		NULL	
	MONTH_ID	tinyint	NO		NULL	
	YEAR_ID	smallint	NO		NULL	
	PRODUCT_TYPE	varchar(20)	NO		NULL	
	MSRP	smallint	NO		NULL	
	PRODUCTCODE	varchar(10)	NO		NULL	
	CUSTOMERNAME	varchar(40)	NO		NULL	
	PHONE	varchar(20)	NO		NULL	
	ADDRESSLINE1	varchar(50)	NO		NULL	
	ADDRESSLINE2	varchar(20)	YES		NULL	
	CITY	varchar(20)	NO		NULL	
	STATE	varchar(20)	YES		NULL	
	POSTALCODE	varchar(10)	YES		NULL	
	COUNTRY	varchar(20)	NO		NULL	
	TERRITORY	varchar(10)	NO		NULL	
	CONTACTLASTNAME	varchar(20)	NO		NULL	
	CONTACTFIRSTNAME	varchar(10)	NO		NULL	
	DEALSIZE	varchar(10)	NO		NULL	

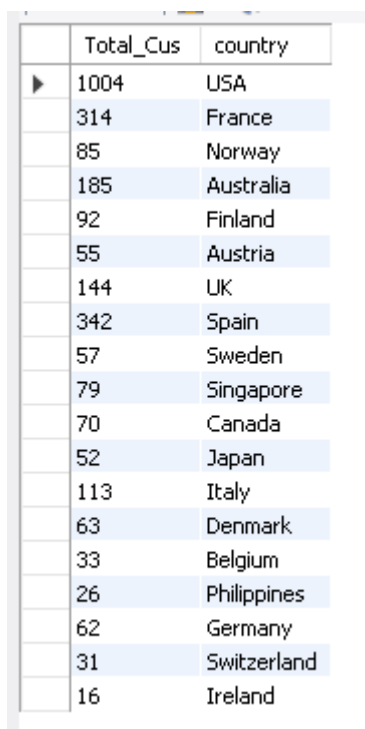
For Analysis in MySQL:

1. Descriptive analysis to understand the distribution of sales data.

- Segmentation (Total Customers by Country)

```
select count(order_id) as Total_Cus, country
from data_sales
group by country;
```

- Output



Total_Cus	country
1004	USA
314	France
85	Norway
185	Australia
92	Finland
55	Austria
144	UK
342	Spain
57	Sweden
79	Singapore
70	Canada
52	Japan
113	Italy
63	Denmark
33	Belgium
26	Philippines
62	Germany
31	Switzerland
16	Ireland

- Total Ordered Product by Country

```
select product_type, country, sum(qty_ordered) as Total_Order
from data_sales
group by PRODUCT_TYPE, COUNTRY;
```

- Output

	product_type	country	Total_Order
►	Motorcycles	USA	5080
	Motorcycles	France	2404
	Motorcycles	Norway	484
	Motorcycles	Australia	876
	Motorcycles	Finland	447
	Motorcycles	Austria	197
	Motorcycles	UK	371
	Motorcycles	Spain	780
	Classic Cars	Norway	1158
	Classic Cars	Sweden	552
	Classic Cars	Spain	4380
	Classic Cars	USA	11625
	Classic Cars	Singapore	1043
	Classic Cars	Australia	1818
	Classic Cars	France	3540
	Classic Cars	Canada	456
	Classic Cars	Japan	314
	Classic Cars	Italy	948
	Motorcycles	Japan	309
	Classic Cars	Denmark	1244
	Classic Cars	Austria	937
	Classic Cars	UK	1507
	Classic Cars	Finland	1004

Result 9 x

2. Trend Sales

- Best Selling Product

```
select product_type, count(QTY_ORDERED) as qty_ordered_sold
from data_sales
group by product_type
order by qty_ordered_sold desc;
```

Output :

	product_type	qty_ordered_sold
►	Classic Cars	967
	Vintage Cars	607
	Motorcycles	331
	Planes	306
	Trucks and Buses	301
	Ships	234
	Trains	77

- Trend Sales by Country

```
select COUNTRY,PRODUCT_TYPE,count(QTY_ORDERED) as qty_ordered_sold
from data_sales
group by COUNTRY,product_type
order by qty_ordered_sold desc;
```

Output :

	COUNTRY	PRODUCT_TYPE	qty_ordered_sold
▶	USA	Classic Cars	329
	USA	Vintage Cars	224
	USA	Motorcycles	149
	Spain	Classic Cars	120
	USA	Trucks and Buses	112
	France	Classic Cars	98
	USA	Planes	95
	Spain	Vintage Cars	74
	USA	Ships	70
	France	Motorcycles	68
	Australia	Vintage Cars	58
	France	Vintage Cars	58
	Australia	Classic Cars	53
	UK	Classic Cars	46
	Spain	Trucks and Buses	46

- Trend Sales by Time

- Periode 2003:

```
select product_type,count(qty_ordered) as Total_Ordered
from data_sales
where YEAR_ID =2003
group by PRODUCT_TYPE
order by total_ordered desc;
```

Output :

	product_type	Total_Ordered
▶	Classic Cars	366
	Vintage Cars	221
	Trucks and Buses	110
	Motorcycles	109
	Planes	85
	Ships	81
	Trains	28

- Periode 2004

```
select product_type, count(qty_ordered) as Total_Ordered
from data_sales
where YEAR_ID =2004
group by PRODUCT_TYPE
order by total_ordered desc;
```

Output :

	product_type	Total_Ordered
▶	Classic Cars	442
	Vintage Cars	284
	Motorcycles	164
	Planes	161
	Trucks and Buses	142
	Ships	115
	Trains	37

- Periode 2005

```
select product_type, count(qty_ordered) as Total_Ordered
from data_sales
where YEAR_ID =2005
group by PRODUCT_TYPE
order by total_ordered desc;
```

Output :

	product_type	Total_Ordered
▶	Classic Cars	159
	Vintage Cars	102
	Planes	60
	Motorcycles	58
	Trucks and Buses	49
	Ships	38
	Trains	12