Data Exploration and Understanding:

SQL Script:

--Total number of orders=2823

select DISTINCT count(ordernumber)

from sales

--unique customers are 92 customer

select count(DISTINCT customername) as unique\_Customers

from sales

--product categories are 7 (motorcycle,classic cars,trucks and buses,vintage cars,planes,ships,trains)

select DISTINCT(productline)

from sales

--total sales by productline ordered by the most profitable product

select DISTINCT(productline),Sum(sales) as total\_sales

from sales

group by 1

order by 2 DESC

--most frequently ordered categories are: classic card (33992 order) then vintage cars(21069)

SELECT DISTINCT(productline),sum(quantityordered) as total\_orders

from sales

group by 1

order by 2 DESC

--average order value=32679.57

select Sum(sales)/ count(DISTINCT ordernumber) as AOV

from sales

--Top 3 countries with most orders are USA(35659),Spain(12429),France(11090)

--countries are 19 country

select DISTINCT(country),sum(quantityordered) as total\_orders,sum(sales)

from sales

group by 1

order by 2 DESc,3 desc

limit 3

--top 3 cities are Madrid, San Rafael and NYC

select DISTINCT(city),country,sum(quantityordered) as total\_orders,sum(sales)

from sales

group by 1

order by 3 DESc

limit 3