**Airport X – Report**

**Introduction:**

The company "Airport X" are selling product through the website, the mission that given is to evaluate the success of the company by various products.

This report contains information about the success selling products and what is recommend to do to keep the success of the company.

**Method:**

At first, I analyze the databases of the company, and then asked some questions that will help us to get out the relevant info.

As asked, I think about big three questions, and then divided them.  
the questions are:

1. What are the characteristics of products with good selling?
2. In what period are more sales?
3. What are the products that we need to keep in stock?

Every question has divided to sub-question (details in appendix) and answered using SQL quarry.  
Finally all the results moved to Excel file, for better viewing and for some virtualization.

**Results:**

* The most selling category is the sneakers with 95% from total, secondary is the boots category with only 3%.
* People are prefer to buy shoes that "Man Made Materials", more than 1.5M Unit sold.
* The store sells more male's products (69%), women's products are selling less (only 31%).
* The distribution of the size is as shown in the graph, the popular sizes are between 9.5' to 11.5'.
* There are more than 70 products that doesn’t have enough in stock,  
  the full list is in the attached Excel file ("demand" tab).
* The standard deviation in selling per month is 38.8 (54.2 with the year 2013).

**Conclusions:**

* Make more commercials to the bring more women, and if needed add more trending products for women.
* Make sure that the store have purchase enough products that could be out of stock, usually this could happen duo to the high demand in set of sizes.
* Overall, 2015 start better in term of sales from 2014, but at the end of year the sales go lower compere to previous year, its better to do "Improvement and conservation" to see what goes wrong.