



JENSONS USA

ADVANCE SQL PROJECT

PRESENTED BY : ABHISHEK PANDEY

OVERVIEW

- About “JENSON USA”
- Problem
- Dataset overview
- Queries
- Conclusion
- Thanks



JENSON USA.COM

- Company name : ***JENSON USA***
- Founded : 1994
- Focus : America's best online cycling store with over **30,000 products**
- Locations Corona and Riverside ,CA
- Mission : To be the best for customers, vendors, and employees
- Recognition : Internet Retailer Top 500 and Top Workplace in the Inland Empire

Jenson specializes in :

- Complete Bikes
- Components
- Accessories
- Apparel
- Camp & Hikes
- Various sales

Jenson USA is a retailer specializing in bicycles, bike parts, accessories, and gear for cycling enthusiasts. The company offers a wide range of products, including **mountain bikes, road bikes, electric bikes, and components such as wheels, tires, and drivetrains.**

PROBLEM

Customer behavior

- Find the customer who spent the most money on orders
- Identify the customers who have ordered all types of products (i.e., from every category)

Store operations

- Find the highest-priced product for each category name.
- Find the total number of orders placed by each customer per store.
- Find the median value of the price list.
- Find the total number of products sold by each store along with the store name.

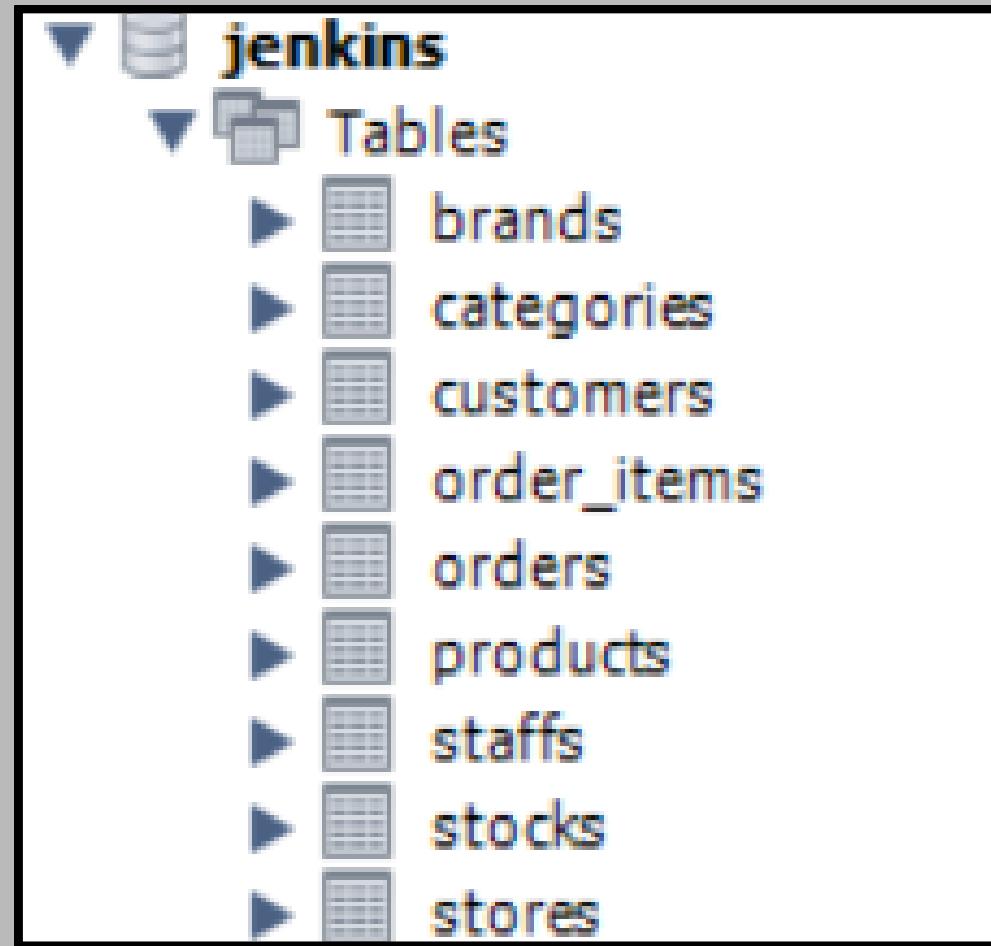
Staff performance

- Find the names of staff members who have not made any sales
- List the names of staff members who have made more sales than the average number of sales by all staff members

Inventory management

- Find the top 3 most sold products in terms of quantity.
- List all products that have never been ordered.(use Exists)
- Calculate the cumulative sum of quantities sold for each product over time.
- Find the product with the highest total sales ($\text{quantity} * \text{price}$) for each category.

DATASET OVERVIEW



We have “Jenson USA” Dataset named “JENKINS” which has numerous tables which are going to be used to perform our analysis.

TABLES TO BE USE...

Result Grid		Filter Rows:		Edit:	
	brand_id	brand_name			
▶	1	Electra			
	2	Haro			
	3	Heller			
	4	Pure Cycles			
	5	Ritchey			
	6	Strider			
	7	Sun Bicycles			
	8	Surly			
	9	Trek			
*	NONE	NONE			

Brands

Result Grid							Filter Rows:		Edit:	
	order_id	item_id	product_id	quantity	list_price	discount				
▶	1	1	20	1	59999.00	2.00				
	1	2	8	2	179999.00	7.00				
	1	3	10	2	154900.00	5.00				
	1	4	16	2	59999.00	5.00				
	1	5	4	1	289999.00	2.00				
	2	1	20	1	59999.00	7.00				
	2	2	16	2	59999.00	5.00				
	3	1	3	1	99999.00	5.00				
	3	2	20	1	59999.00	5.00				
	4	1	2	2	74999.00	1.00				

Orders

Result Grid									Filter Rows:		Edit:		Export/Import:		Wrap Cell Content:	
	order_id	customer_id	order_status	order_date	required_date	shipped_date	store_id	staff_id								
▶	1	259	4	2016-01-01	2016-01-03	2016-01-03	1	2								
	2	1212	4	2016-01-01	2016-01-04	2016-01-03	2	6								
	3	523	4	2016-01-02	2016-01-05	2016-01-03	2	7								
	4	175	4	2016-01-03	2016-01-04	2016-01-05	1	3								
	5	1324	4	2016-01-03	2016-01-06	2016-01-06	2	6								
	6	94	4	2016-01-04	2016-01-07	2016-01-05	2	6								
	7	324	4	2016-01-04	2016-01-07	2016-01-05	2	6								
	8	1204	4	2016-01-04	2016-01-05	2016-01-05	2	7								
	9	60	4	2016-01-05	2016-01-08	2016-01-08	1	2								
	10	442	4	2016-01-05	2016-01-06	2016-01-06	2	6								
	11	1326	4	2016-01-05	2016-01-08	2016-01-07	2	7								
	12	91	4	2016-01-06	2016-01-08	2016-01-09	1	2								
	13	873	4	2016-01-08	2016-01-11	2016-01-11	2	6								

Order_items

Result Grid										Filter Rows:		Edit:		Export/Import:		Wrap Cell Content:	
	customer_id	first_name	last_name	phone	email	street	city	state	zip_code								
▶	1	Debra	Burks	NULL	debraburks@yahoo.com	9273 Thorne Ave	Orchard Park	NY	14127								
	2	Kasha	Todd	NULL	kashatodd@yahoo.com	910 Vine Street	Campbell	CA	95008								
	3	Tameka	Fisher	NULL	tamekafisher@aol.com	769C Honey Creek St	Redondo Beach	CA	90278								
	4	Daryl	Spence	NULL	darylspence@aol.com	988 Pearl Lane	Uniondale	NY	11553								
	5	Charolette	Rice	(916) 381-6003	charoletterice@msn.com	107 River Dr	Sacramento	CA	95820								
	6	Lyndsey	Bean	NULL	lyndseybean@hotmail.com	769 West Road	Fairport	NY	14450								
	7	Latasha	Hays	(716) 986-3359	latashahays@hotmail.com	7014 Manor Station Rd	Buffalo	NY	14215								
	8	Jacqueline	Duncan	NULL	jacquineduncan@yahoo.com	15 Brown St	Jackson Heights	NY	11372								
	9	Genoveva	Baldwin	NULL	genovevabaldwin@msn.com	8550 Spruce Drive	Port Washington	NY	11050								
	10	Pamelia	Newman	NULL	pamelianewman@gmail.com	476 Chestnut Ave	Monroe	NY	10950								
	11	Deshawn	Mendoza	NULL	deshawnmendoza@yahoo.com	8790 Cobblestone Stre...	Monsey	NY	10952								
	12	Robby	Sykes	(516) 583-7761	robbsykes@hotmail.com	486 Rock Maple Street	Hempstead	NY	11550								
	13	Lashawn	Ortiz	NULL	lashawnortiz@msn.com	27 Washington Rd	Longview	TX	75604								
	14	Garry	Espinosa	NULL	garryespinoza@hotmail.com	7858 Rockaway Court	Forney	TX	75126								
	15	Linnie	Branch	NULL	linniebranch@gmail.com	314 South Columbia Ave	Plattsburgh	NY	12901								
	16	Fernett	Sanchez	(212) 945-8822	fernietranchez@hotmail.com	461 Sauvie Creek Road	New York	NY	10002								

Customers

Result Grid			Filter Rows:	
	category_id	category_name		
▶	1	Children Bicycles		
	2	Comfort Bicycles		
	3	Cruisers Bicycles		
	4	Cyclocross Bicycles		
	5	Electric Bikes		
	6	Mountain Bikes		
	7	Road Bikes		
	NONE	NONE		

Categories

Result Grid | Filter Rows: | Edit: | Export/Import: | Wrap Cell Content:

	staff_id	first_name	last_name	email	phone	active	store_id	manager_id
▶	1	Fabiola	Jackson	fabiolajackson@bikesshop	(831) 555-5554	1	1	NULL
2	Mireya	Copeland	Serrano	mireyacopeland@bikesshop	(831) 555-5555	1	1	1
3	Genna	Serrano		gennaserrano@bikesshop	(831) 555-5556	1	1	2
4	Virgie	Wiggins		virgiewiggins@bikesshop	(831) 555-5557	1	1	2
5	Jannette	David		jannetedavid@bikesshop	(516) 379-4444	1	2	1
6	Marcelene	Boyer		marceleneboyer@bikesshop	(516) 379-4445	1	2	5
7	Venita	Daniel		venitadaniel@bikesshop	(516) 379-4446	1	2	5
8	Kali	Vargas		kalivargas@bikesshop	(972) 530-5555	1	3	1
9	Layla	Terrell		laylaterrell@bikesshop	(972) 530-5556	1	3	7
10	Pennington	Houston		penningtonhouston@bikesshop	(972) 530-5557	1	3	7

Staffs

Result Grid | Filter Rows: | Edit: | Export/Import: | Wrap Cell Content:

	store_id	product_id	quantity
▶	1	1	27
1	2	5	
1	3	6	
1	4	23	
1	5	22	
1	6	0	
1	7	8	
1	8	0	
1	9	11	
1	10	15	
1	11	8	

Stores

Result Grid | Filter Rows: | Edit: | Export/Import: | Wrap Cell Content:

	product_id	product_name	brand_id	category_id	model_year	list_price
▶	1	Trek 820 - 2016	9	6	2016	37999.00
2	Ritchey Timberwolf Frameset - 2016	5	6	2016	74999.00	
3	Surly Wednesday Frameset - 2016	8	6	2016	99999.00	
4	Trek Fuel EX 8 29 - 2016	9	6	2016	289999.00	
5	Heller Shagamaw Frame - 2016	3	6	2016	132099.00	
6	Surly Ice Cream Truck Frameset - 2016	8	6	2016	46999.00	
7	Trek Slash 8 275 - 2016	9	6	2016	399999.00	
8	Trek Remedy 29 Carbon Frameset - 2016	9	6	2016	179999.00	
9	Trek Conduit+ - 2016	9	5	2016	299999.00	
10	Surly Straggler - 2016	8	4	2016	1549.00	
11	Surly Straggler 650b - 2016	8	4	2016	168099.00	

Products

Result Grid | Filter Rows: | Edit: | Export/Import: | Wrap Cell Content:

	store_id	store_name	phone	email	street	city	state	zip_code
▶	1	Santa Cruz Bikes	(831) 476-4321	santacruz@bikesshop	3700 Portola Drive	Santa Cruz	CA	95060
2	Baldwin Bikes	(516) 379-8888	baldwin@bikesshop	4200 Chestnut Lane	Baldwin	NY	11432	
3	Rowlett Bikes	(972) 530-5555	rowlett@bikesshop	8000 Fairway Avenue	Rowlett	TX	75088	
•	NULL	NULL	NULL	NULL	NULL	HULL	HULL	HULL

Stores

CUSTOMER BEHAVIOR

FIND THE CUSTOMER WHO SPENT THE MOST MONEY ON ORDERS

```
1 • With a as
2 • (select customers.customer_id,
3   concat(customers.first_name, " ",customers.last_name) as Customers_name,
4   round(sum(order_items.quantity*(order_items.list_price-order_items.discount)),0) as Sales
5   from customers join orders on customers.customer_id = orders.customer_id
6   join order_items on order_items.order_id = orders.order_id
7   group by customers.customer_id),
8   b as (select *, dense_rank() over(order by Sales desc) as Sales_rank from a)
9   select * from b where Sales_rank = 1;
```

The screenshot shows a database query results grid. At the top, there are three tabs: 'Result Grid' (selected), 'Filter Rows:', and 'Export:'. The table has four columns with headers: 'customer_id', 'Customers_name', 'Sales', and 'Sales_rank'. The data row contains the values: customer_id 10, Customers_name Pamelia Newman, Sales 3780140, and Sales_rank 1.

	customer_id	Customers_name	Sales	Sales_rank
▶	10	Pamelia Newman	3780140	1

Insight :- Identifying customers who spend the most helps in tailoring exclusive offers or loyalty programs to retain these valuable clients.

Recommendation: - Provide additional training for staff members who have not made any sales to improve their performance.

IDENTIFY THE CUSTOMERS WHO HAVE ORDERED ALL TYPES OF PRODUCTS (I.E., FROM EVERY CATEGORY)

```
1 • select customers.customer_id,  
2   concat(customers.first_name," ",customers.last_name) as Customers_name  
3   from customers join orders  
4   on customers.customer_id = orders.customer_id  
5   join order_items  
6   on orders.order_id = order_items.order_id  
7   join products  
8   on order_items.product_id = products.product_id  
9   join categories  
10  on products.category_id = categories.category_id  
11  group by customers.customer_id,Customers_name  
12  having count( distinct categories.category_id) = (select count(category_id) from categories);
```

	customer_id	Customers_name
▶	9	Genoveva Baldwin

Insight :- Customers who purchase from every product category are likely to be highly engaged, presenting an opportunity for targeted marketing.

Recommendation :- Implement or enhance loyalty programs targeting customers who shop across multiple categories to further engage them.

STORE OPERATIONS



FIND THE HIGHEST-PRICED PRODUCT FOR EACH CATEGORY NAME.

```
1 • Select * from
2   • (select categories.category_id,
3     categories.category_name,
4     products.product_name,
5     products.list_price,
6   • dense_rank() over(partition by categories.category_id
7     order by products.list_price desc) as Rank_of_products
8   from products join categories
9   on products.category_id = categories.category_id) as a
10  where Rank_of_products = 1;
```

Result Grid				
category_id	category_name	product_name	list_price	Rank_of_products
1	Children Bicycles	Electra Straight 8 3i (20-inch) - Boy's - 2017	48999.00	1
1	Children Bicycles	Electra Townie 3i EQ (20-inch) - Boys' - 2017	48999.00	
1	Children Bicycles	Trek Superfly 24 - 2017/2018	48999.00	1
2	Comfort Bicycles	Electra Townie Go! 8i - 2017/2018	259999.00	1
3	Cruisers Bicycles	Electra Townie Commute Go! - 2018	299999.00	1
3	Cruisers Bicycles	Electra Townie Commute Go! Ladies' - 2018	299999.00	1
4	Cyclocross Bicycles	Trek Boone 7 Disc - 2018	399999.00	1
5	Electric Bikes	Trek Powerfly 8 FS Plus - 2017	499999.00	1
5	Electric Bikes	Trek Powerfly 7 FS - 2018	499999.00	1
5	Electric Bikes	Trek Super Commuter+ 8S - 2018	499999.00	1

Insight :- The highest priced products may define the range of price to be kept for maximizing the profits. There may be number of products which are equally priced for being the highest for respective categories.

Recommendation :- Products which are highest-priced for each category will help us to target the group of customers.

FIND THE TOTAL NUMBER OF ORDERS PLACED BY EACH CUSTOMER PER STORE.

```
1 • SELECT
2     stores.store_id,
3     stores.store_name,
4     customers.customer_id,
5     CONCAT(customers.first_name, " ", customers.last_name) AS customers_name,
6     COUNT(orders.order_id) AS orders_ordered
7
8     FROM
9         customers
10        JOIN
11            orders ON customers.customer_id = orders.customer_id
12        JOIN
13            stores ON stores.store_id = orders.store_id
14    GROUP BY stores.store_id , stores.store_name,customers.customer_id , customers_name
15
16    ORDER BY stores.store_id ASC;
```

Result Grid					
	store_id	store_name	customer_id	customers_name	orders_ordered
▶	1	Santa Cruz Bikes	2	Kasha Todd	3
1	Santa Cruz Bikes	3	Tameka Fisher	3	
1	Santa Cruz Bikes	5	Charolette Rice	3	
1	Santa Cruz Bikes	24	Corene Wall	3	
1	Santa Cruz Bikes	30	Jamaal Albert	3	
1	Santa Cruz Bikes	31	Williemaeh Holloway	3	
1	Santa Cruz Bikes	32	Araceli Golden	3	
1	Santa Cruz Bikes	33	Deloris Burke	3	

Insight:- Analyzing the number of orders placed by customers at each store reveals which stores are more popular or which staff are more effective.

Recommendations :-Investigate and address the reasons behind lower performance in certain stores to boost overall efficiency.

FIND THE MEDIAN VALUE OF THE PRICE LIST.

```
1 •• with a as (
2   select
3     list_price,
4     row_number() over(order by list_price ) as Row_num,
5     count(list_price) over() as n
6   from order_items)
7
8 • select case
9   when n%2 = 0 then
10  • (select avg(list_price) from a
11    where Row_num in ((n/2),(n/2)+1))
12  else (select list_price from a where Row_num = (n+1)/2)
13 end as median from a limit 1;
```

Result Grid	Filter
median	
59999.000000	

Insight :- Median value of the price list will give us the range of price list and could help in categorizing the products in accordance

Recommendation :- median value of the product of the brand will depict the efficiency in terms of range of price

FIND THE TOTAL NUMBER OF PRODUCTS SOLD BY EACH STORE ALONG WITH THE STORE NAME.

```
1. SELECT
2     stores.store_id,
3     stores.store_name,
4     SUM(order_items.quantity) AS Products_sold
5 FROM
6     stores
7     JOIN
8     orders ON stores.store_id = orders.store_id
9     JOIN
10    order_items ON orders.order_id = order_items.order_id
11 GROUP BY stores.store_id , stores.store_name;
```

Result Grid		
store_id	store_name	Products_sold
1	Santa Cruz Bikes	1516
2	Baldwin Bikes	4779
3	Rowlett Bikes	783

Insight :- Tracking the total number of products sold at each store ensures that inventory levels align with customer demand, reducing waste and preventing stockouts.

Recommendation :- Adjust inventory based on the sales data to ensure that popular items are always in stock while minimizing excess inventory of less popular items.

INVENTORY MANAGEMENT

FIND THE TOP 3 MOST SOLD PRODUCTS IN TERMS OF QUANTITY.

```
1 •• with a as (
2   select products.product_id, products.product_name,
3   sum(order_items.quantity) as Quantity_sold
4   from products join order_items
5   on products.product_id = order_items.product_id
6   group by products.product_id, products.product_name),
7
8 • b as (
9   select *,
10  dense_rank() over(order by Quantity_sold desc) as Top_rank
11  from a)
12  select * from b where Top_rank <= 3;
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
	product_id	product_name	Quantity_sold	Top_rank
▶	6	Surly Ice Cream Truck Frameset - 2016	167	1
	13	Electra Cruiser 1 (24-Inch) - 2016	157	2
	16	Electra Townie Original 7D EQ - 2016	156	3

Insight :- Knowing which products have the highest sales or are the most sold enables better stocking decisions, ensuring that high-demand items are always available.

Recommendation :- Adjust inventory based on the sales data to ensure that popular items are always in stock while minimizing excess inventory of less popular items.

LIST ALL PRODUCTS THAT HAVE NEVER BEEN ORDERED.(USE EXISTS)

```
1 • SELECT
2     products.product_id, products.product_name
3   FROM
4     products
5 WHERE
6   NOT EXISTS( SELECT
7       1
8     FROM
9       order_items
10    WHERE
11      order_items.product_id = products.product_id);
```

Result Grid		
	product_id	product_name
▶	1	Trek 820 - 2016
	121	Surly Krampus Frameset - 2018
	125	Trek Kids' Dual Sport - 2018
	154	Trek Domane SLR 6 Disc Women's - 2018
	195	Electra Townie Go! 8i Ladies' - 2018
	267	Trek Precaliber 12 Girl's - 2018
	284	Electra Savannah 1 (20-inch) - Girl's - 2018
	291	Electra Sweet Ride 1 (20-inch) - Girl's - 2018
	316	Trek Checkpoint ALR 4 Women's - 2019
	317	Trek Checkpoint ALR 5 - 2019

Insight :- Identifying products that have never been ordered helps in discontinuing low performing items, optimizing inventory space and costs.

Recommendation :- Consider phasing out products that have never been ordered to free up inventory space for more profitable items.

CALCULATE THE CUMULATIVE SUM OF QUANTITIES SOLD FOR EACH PRODUCT OVER TIME.

```
1 * Select
2   product_id, product_name,order_date,quantity,
3   sum(quantity) over(partition by product_id order by order_date)
4   as cumulative_sum
5 * from (select
6   products.product_id, products.product_name, orders.order_date,
7   sum(order_items.quantity) as Quantity
8   from
9   orders
10  join
11  order_items on orders.order_id = order_items.order_id
12  join
13  products on products.product_id = order_items.product_id
14  group by products.product_id, orders.order_date) as Cumulative_sum;
```

product_id	product_name	order_date	quantity	cumulative_sum
2	Ritche Timewolf Frameset - 2016	2016-01-03	2	2
2	Ritche Timewolf Frameset - 2016	2016-01-14	2	4
2	Ritche Timewolf Frameset - 2016	2016-01-18	1	5
2	Ritche Timewolf Frameset - 2016	2016-02-05	1	6
2	Ritche Timewolf Frameset - 2016	2016-02-09	1	7
2	Ritche Timewolf Frameset - 2016	2016-02-26	1	8
2	Ritche Timewolf Frameset - 2016	2016-02-28	2	10
2	Ritche Timewolf Frameset - 2016	2016-03-08	1	11
2	Ritche Timewolf Frameset - 2016	2016-03-14	2	13
2	Ritche Timewolf Frameset - 2016	2016-03-20	4	17

Insight :- Cumulative sum of the quantities partition by product_id and order by order_date will provide the running total of sales of product for each product_id on the basis of order_date will help to track the trend for sales on particular date.

Recommendation :- offering sale/discount on the basis of least sales days to maximize profit and boost sales.

FIND THE PRODUCT WITH THE HIGHEST TOTAL SALES (QUANTITY * PRICE) FOR EACH CATEGORY.

```
1 • with a as(select categories.category_id,
2   categories.category_name,
3   products.product_id,
4   products.product_name,
5   round(sum(order_items.quantity*(order_items.list_price-order_items.discount)),0) as Sales
6   from categories join products
7   on categories.category_id = products.category_id
8   join order_items
9   on products.product_id = order_items.product_id
10  group by categories.category_id, categories.category_name, products.product_id, products.product_name),
11  • b as (select *,
12  • dense_rank() over(partition by category_id
13  order by SALES desc) as Sales_Rank from a)
14  select * from b where Sales_Rank = 1;
```

Result Grid						
				Filter Rows:	Export:	Wrap Cell Content:
category_id	category_name	product_id	product_name	Sales	Sales_Rank	
1	Children Bicycles	23	Electra Girl's Hawaii 1 (20-inch) - 2015/2016	4619278	1	
2	Comfort Bicycles	26	Electra Townie Original 7D EQ - 2016	8039320	1	
3	Cruisers Bicycles	16	Electra Townie Original 7D EQ - 2016	9359304	1	
4	Cyclocross Bicycles	11	Surly Straggler 650b - 2016	25382383	1	
5	Electric Bikes	9	Trek Conduit+ - 2016	43499347	1	
6	Mountain Bikes	7	Trek Slash 8 275 - 2016	61599226	1	
7	Road Bikes	56	Trek Domane SLR 6 Disc - 2017	23649774	1	

Insights :- Knowing which products have the highest sales or are the most sold enables for each category for better stocking decisions, ensuring that high-demand items are always available.

Recommendations :- Adjust inventory based on the sales data to ensure that popular products for each are always in stock while minimizing excess inventory of less popular products.

STAFF

PERFORMANCE

FIND THE NAMES OF STAFF MEMBERS WHO HAVE NOT MADE ANY SALES.

```
1 • SELECT  
2     staffs.staff_id,  
3     CONCAT(staffs.first_name, " ", staffs.last_name) AS Staff_name  
4   FROM  
5     staffs  
6       LEFT JOIN  
7       orders ON staffs.staff_id = orders.staff_id  
8 WHERE  
9     orders.staff_id IS NULL;
```

Or

```
1 • SELECT  
2     staffs.staff_id,  
3     CONCAT(staffs.first_name, " ", staffs.last_name) AS Staff_name  
4   FROM  
5     staffs  
6 WHERE  
7     NOT EXISTS( SELECT  
8         0  
9       FROM  
10      orders  
11     WHERE  
12       staffs.staff_id = orders.staff_id);
```

Insight :- Identifying staff members who haven't made any sales can help focus on areas for improvement, such as training or reassignment.

	staff_id	Staff_name
1	1	Fabiola Jackson
2	4	Virgie Wiggins
3	5	Jannette David
4	10	Bernardine Houston

Recommendations :- : Provide additional training for staff members who have not made any sales to improve their performance.

LIST THE NAMES OF STAFF MEMBERS WHO HAVE MADE MORE SALES THAN THE AVERAGE NUMBER OF SALES BY ALL STAFF MEMBERS.

```
1 • select staffs.staff_id,  
2   concat(staffs.first_name," ",staffs.last_name) as Staffs_name,  
3   round(sum(order_items.quantity*(order_items.list_price-order_items.discount)),0) as Sales  
4   from staffs join orders  
5   on staffs.staff_id = orders.staff_id  
6   join order_items  
7   on orders.order_id = order_items.order_id  
8   group by staffs.staff_id,Staffs_name  
9   having Sales >  
10  • (select avg(Sales) as Average_sales from (select staffs.staff_id,  
11    concat(staffs.first_name," ",staffs.last_name) as Staffs_name,  
12    round(sum(order_items.quantity*(order_items.list_price-order_items.discount)),0) as Sales  
13    from staffs join orders  
14    on staffs.staff_id = orders.staff_id  
15    join order_items  
16    on orders.order_id = order_items.order_id  
17    group by staffs.staff_id,Staffs_name) as a);
```

Result Grid			
	staff_id	Staffs_name	Sales
▶	6	Marcelene Boyer	293879916
	7	Venita Daniel	288726544

Insight :- Staff who exceed the average number of sales can be rewarded or recognized, encouraging continued high performance.

Recommendation :- Establish a reward system for staff members who exceed the average sales, encouraging others to improve their sales efforts

CONCLUSION

Here are some Conclusions & recommendations based on our analysis

- **Implement Targeted Training** : Provide additional training for staff members who have not made any sales to improve their performance.
- **Incentivize Top Performers** : Establish a reward system for staff members who exceed the average sales, encouraging others to improve their sales efforts.
- **Focus on Underperforming Stores** : Investigate and address the reasons behind lower performance in certain stores to boost overall efficiency.
- **Personalized Marketing** : Use insights on high-spending and engaged customers to develop personalized marketing campaigns and offers, enhancing customer retention.
- **Customer Loyalty Programs** : Implement or enhance loyalty programs targeting customers who shop across multiple categories to further engage them.

THANKS!

SOCIALS ↗

Gmail 

abhishekp1322@gmail.com

LinkedIn 

[Abhishek Pandey](#)



JENSON USA

