

CAPSTONE PROJECT



AUGUST 2023



Content

- 01 Overview
- 02 Description of Columns and Headers
- 03 Query Language and Screenshots
- 04 Visualizations
- 05 Insights and Recommendations
- 06 Conclusion
- 07 Presenter



Overview

Capstone Project



Capstone project is about a company located in 530 cities, 49 states and 4 regions in United States of America.

This company sales and distributes different products under three categories namely : Furniture, Office supplies and Technology.



Analysis was done via use of SQL and visualized on power Bi to capture the performance record on Capstone both in sales, profit, location and products.

kPI's from the analysis will be used to improve drive sales, improve profit and position Capstone as a leading brand in United States and the world



Description of Columns and Headers

Products

The consumables offered for sale.

Customer

An individual that purchases the item for sale.

Region

An area of a county that has common features.

Order

It has information about the products sales.

QUERY LANGUAGE & SCREENSHOT

1. Write a Query that display the individual tables.

```
select *  
from [dbo].[RegionN]
```

100 %

Results Messages

	Country	City	State	Postal_Code	Region
1	United States	Holyoke	Massachusetts	1040	East
2	United States	Leominster	Massachusetts	1453	East
3	United States	Marlborough	Massachusetts	1752	East
4	United States	Andover	Massachusetts	1810	East
5	United States	Lawrence	Massachusetts	1841	East
6	United States	Lowell	Massachusetts	1852	East
7	United States	Beverly	Massachusetts	1915	East
8	United States	Franklin	Massachusetts	2038	East
9	United States	Cambridge	Massachusetts	2138	East
10	United States	Malden	Massachusetts	2148	East
11	United States	Everett	Massachusetts	2149	East
12	United States	Revere	Massachusetts	2151	East
13	United States	Quincy	Massachusetts	2169	East
14	United States	New Bedford	Massachusetts	2740	East
15	United States	Warwick	Rhode Island	2886	East
16	United States	Woonsocket	Rhode Island	2895	East
17	United States	Providence	Rhode Island	2908	East
18	United States	Cranston	Rhode Island	2920	East
19	United States	Nashua	New Hampshire	3060	East
20	United States	Concord	New Hampshire	3301	East

NO of Rows - 631

QUERY LANGUAGE & SCREENSHOT

1. Write a Query that display the individual tables.

```
select *  
from [dbo].[Orderk]
```

0 %

Results Messages

	Order_ID	Order_Date	Ship_Date	Ship_Mode	Customer_ID	Postal_Code	Product_ID	Sales	Quantity	Discount	Profit
1	CA-2014-100006	2014-02-16	2014-02-21	Standard Class	MR-17935	75220	OFF-AP-10001300	7.960000003814637	2	0.8000000011320929	-13.90
2	CA-2014-100090	2017-11-12	2017-11-18	Standard Class	LS-16975	75081	TEC-AC-10004968	44.79400003967285	2	0.2000000002980232	-0.99
3	CA-2014-100293	2017-06-02	2017-06-03	Same Day	CS-11060	28540	OFF-PA-10004733	25.3439999626709	4	0.2000000002980232	9.187
4	CA-2014-100328	2017-02-10	2017-02-14	Standard Class	MP-18175	92677	FUR-BO-10004015	203.963001708884	2	0.1500000005960464	16.79
5	CA-2014-100363	2015-12-31	2016-01-04	Standard Class	JO-15280	59801	OFF-BI-10004632	487.964008789063	2	0.2000000002980232	152.4
6	CA-2014-100391	2016-05-22	2016-05-22	Same Day	JF-15490	30605	OFF-LA-10004345	14.7299995422363	3	0	7.217
7	CA-2014-100678	2014-10-11	2014-10-15	Standard Class	JF-15965	19120	OFF-ST-10003816	281.903991696219	2	0.2000000002980232	10.57
8	CA-2014-100706	2014-06-30	2014-07-04	Standard Class	MS-17980	77095	OFF-PA-10002005	25.52000000762939	5	0.2000000002980232	9.071
9	CA-2014-100762	2015-12-15	2015-12-18	First Class	NF-18385	43055	FUR-FU-10004091	262.864013671875	7	0.2000000002980232	69.00
10	CA-2014-100860	2014-04-04	2014-04-05	First Class	MZ-17515	90008	OFF-BI-10004140	7.184000011529879	2	0.2000000002980232	2.244
11	CA-2014-100867	2015-02-18	2015-02-24	Standard Class	GT-14795	90805	OFF-LA-10003510	61.060001373291	2	0	28.08
12	CA-2014-100881	2015-12-10	2015-12-10	Same Day	MA-17560	10024	OFF-PA-10002713	41.2799987792969	6	0	18.98
13	CA-2014-100895	2015-10-03	2015-10-09	Standard Class	MZ-17515	19601	OFF-ST-10002562	15.0080003738403	2	0.2000000002980232	1.500
14	CA-2014-100916	2017-08-27	2017-08-29	Second Class	DR-12880	90301	OFF-ST-10001370	354.899993896484	5	0	17.74
15	CA-2014-100972	2015-04-05	2015-04-10	Standard Class	VT-21700	19143	FUR-FU-10001468	547.135986328125	4	0.2000000002980232	-48.31
16	CA-2014-101147	2016-08-23	2016-08-30	Standard Class	MS-17770	98105	FUR-CH-10001973	532.703979492188	6	0.2000000002980232	-39.95
17	CA-2014-101175	2015-12-18	2015-12-18	Same Day	MR-18220	10005	TEC-AC-10002253	166.240005493164	1	0	24.93
18	CA-2014-101266	2015-10-03	2015-10-08	Standard Class	BS-11795	90032	FUR-BO-10004409	120.666000506211	2	0.1500000005960464	18.45
19	CA-2014-101364	2017-03-08	2017-03-15	Standard Class	AK-10210	52804	OFF-BI-10003876	171.199996548242	5	0.2000000002980232	64.19
20	CA-2014-101392	2016-03-03	2016-03-08	Standard Class	CO-12220	78207	OFF-EN-10000483	36.5999984741211	3	0.2000000002980232	11.89
21	CA-2014-101477	2017-06-26	2017-06-26	Standard Class	CL-30876	48943	TEC-AC-10001968	14.9899987791183	1	0	6.794

NO of Rows - 5009

QUERY LANGUAGE & SCREENSHOT

2. Write a statement that list all customers along with their ID, Name & segment

```
select *  
from [dbo].[CustomerN]
```

90 %

Results Messages

	Customer_ID	Customer_Name	Segment
1	AA-10315	Alex Avila	Consumer
2	AA-10375	Allen Arnold	Consumer
3	AA-10400	Andrew Allen	Consumer
4	AA-10645	Anna Andreadi	Consumer
5	AB-10015	Aaron Bergman	Consumer
6	AB-10060	Adam Bellavance	Home Office
7	AB-10105	Adrian Barton	Consumer
8	AB-10150	Aimee Baby	Consumer
9	AB-10165	Alan Barnes	Consumer
10	AB-10255	Alejandro Ballentine	Home Office
11	AB-10600	Ann Blume	Corporate
12	AC-10420	Alyssa Crouse	Corporate
13	AC-10450	Amy Cox	Consumer
14	AC-10615	Ann Chong	Corporate
15	AC-10660	Anna Chung	Consumer
16	AD-10180	Alan Dominguez	Home Office
17	AF-10870	Art Ferguson	Consumer
18	AF-10885	Art Foster	Consumer
19	AG-10270	Alejandro Grove	Consumer
20	AG-10300	Aleksandra Gann...	Corporate
21	AG-10330	Alex Grayson	Consumer

NO of Rows - 793

QUERY LANGUAGE & SCREENSHOT

3. Write a statement that lists the Name, Product ID, Category & SubCategory of each ;

```
select *  
from [dbo].[ProductN]
```

90 %					
Results		Messages			
	Product_ID	Category	Sub_Category	Product_Name	
1	FUR-BO-10000112	Furniture	Bookcases	Bush Birmingham Collection Bookcase, Dark Cherry	
2	FUR-BO-10000330	Furniture	Bookcases	Sauder Camden County Barister Bookcase, Planked...	
3	FUR-BO-10000362	Furniture	Bookcases	Sauder Inglenood Library Bookcases	
4	FUR-BO-10000468	Furniture	Bookcases	O'Sullivan 2-Shelf Heavy-Duty Bookcases	
5	FUR-BO-10000711	Furniture	Bookcases	Hon Metal Bookcases, Gray	
6	FUR-BO-10000780	Furniture	Bookcases	O'Sullivan Plantations 2-Door Library in Landvery Oak	
7	FUR-BO-10001337	Furniture	Bookcases	O'Sullivan Living Dimensions 2-Shelf Bookcases	
8	FUR-BO-10001519	Furniture	Bookcases	O'Sullivan 3-Shelf Heavy-Duty Bookcases	
9	FUR-BO-10001567	Furniture	Bookcases	Bush Westfield Collection Bookcases, Dark Cherry R...	
10	FUR-BO-10001601	Furniture	Bookcases	Sauder Mission Library with Doors, Fruitwood Finish	
11	FUR-BO-10001608	Furniture	Bookcases	Hon Metal Bookcases, Black	
12	FUR-BO-10001619	Furniture	Bookcases	O'Sullivan Cherrywood Estates Traditional Bookcase	
13	FUR-BO-10001798	Furniture	Bookcases	Bush Somerset Collection Bookcase	
14	FUR-BO-10001811	Furniture	Bookcases	Atlantic Metals Mobile 5-Shelf Bookcases, Custom C...	
15	FUR-BO-10001918	Furniture	Bookcases	Sauder Forest Hills Library with Doors, Woodland Oa...	
16	FUR-BO-10001972	Furniture	Bookcases	O'Sullivan 4-Shelf Bookcase in Odessa Pine	
17	FUR-BO-10002202	Furniture	Bookcases	Atlantic Metals Mobile 2-Shelf Bookcases, Custom C...	
18	FUR-BO-10002206	Furniture	Bookcases	Bush Saratoga Collection 5-Shelf Bookcase, Hanove...	
19	FUR-BO-10002213	Furniture	Bookcases	DMI Eclipse Executive Suite Bookcases	
20	FUR-BO-10002268	Furniture	Bookcases	Sauder Barister Bookcases	
21	FUR-BO-10002545	Furniture	Bookcases	Atlantic Metals Mobile 3-Shelf Bookcases, Custom C...	

NO of Rows - 1862

QUERY LANGUAGE & SCREENSHOT

4. Write a query that displays all the columns of all product who have the category "Furniture".

```
select [Product_Name],[Category]
from [dbo].[ProductN]
where [Category] = 'furniture'
```

90 %

Results Messages

	Product_Name	Category
1	Bush Birmingham Collection Bookcase, Dark Cherry	Furniture
2	Sauder Camden County Bamster Bookcase, Planked ...	Furniture
3	Sauder Inglewood Library Bookcases	Furniture
4	O'Sullivan 2-Shelf Heavy-Duty Bookcases	Furniture
5	Hon Metal Bookcases, Gray	Furniture
6	O'Sullivan Plantations 2-Door Library in Landvery Oak	Furniture
7	O'Sullivan Living Dimensions 2-Shelf Bookcases	Furniture
8	O'Sullivan 3-Shelf Heavy-Duty Bookcases	Furniture
9	Bush Westfield Collection Bookcases, Dark Cherry R...	Furniture
10	Sauder Mission Library with Doors, Fruitwood Finish	Furniture
11	Hon Metal Bookcases, Black	Furniture
12	O'Sullivan Cherrywood Estates Traditional Bookcase	Furniture
13	Bush Somerset Collection Bookcase	Furniture
14	Atlantic Metals Mobile 5-Shelf Bookcases, Custom Co...	Furniture
15	Sauder Forest Hills Library with Doors, Woodland Oa...	Furniture
16	O'Sullivan 4-Shelf Bookcase in Odessa Pine	Furniture
17	Atlantic Metals Mobile 2-Shelf Bookcases, Custom Co...	Furniture
18	Bush Saratoga Collection 5-Shelf Bookcase, Hanove...	Furniture
19	DMI Eclipse Executive Suite Bookcases	Furniture

NO of Rows - 375

QUERY LANGUAGE & SCREENSHOT

5. Write a query that displays the Product name, and ID of each product with the Name starting with "Boston".

```
select [Product_ID],[Product_Name]
from [dbo].[ProductN]
where [Product_Name] like 'Boston%'
```

90 %

Results Messages

	Product_ID	Product_Name
1	OFF-AR-10000411	Boston 16701 Slimline Battery Pencil Sharpener
2	OFF-AR-10000538	Boston Model 1800 Electric Pencil Sharpener, Gray
3	OFF-AR-10000914	Boston 16765 Mini Stand Up Battery Pencil Sharpe...
4	OFF-AR-10001044	BOSTON Ranger #55 Pencil Sharpener, Black
5	OFF-AR-10001725	Boston Home & Office Model 2000 Electric Pencil S...
6	OFF-AR-10001953	Boston 1645 Deluxe Heavier-Duty Electric Pencil S...
7	OFF-AR-10002135	Boston Heavy-Duty Trimline Electric Pencil Sharpen...
8	OFF-AR-10002704	Boston 1900 Electric Pencil Sharpener
9	OFF-AR-10002956	Boston 16801 Nautilus Battery Pencil Sharpener
10	OFF-AR-10003373	Boston School Pro Electric Pencil Sharpener, 1670
11	OFF-AR-10003582	Boston Electric Pencil Sharpener, Model 1618, Char...
12	OFF-AR-10003772	Boston 16750 Black Compact Battery Pencil Sharp...
13	OFF-AR-10004042	BOSTON Model 1800 Electric Pencil Sharpeners, P...
14	OFF-AR-10004260	Boston 1799 Powerhouse Electric Pencil Sharpener
15	OFF-AR-10004587	Boston 1827 Commercial Additional Cutter, Drive Ge...
16	OFF-AR-10004602	Boston KS Multi-Size Manual Pencil Sharpener
17	OFF-AR-10004648	Boston 19500 Mighty Mite Electric Pencil Sharpener
18	OFF-AR-10004651	Boston 1730 StandUp Electric Pencil Sharpener

NO of Rows - 18

QUERY LANGUAGE & SCREENSHOT

6. Write a query that displays the Product name, and ID of each product with the Name having "Collection"

```
select [Product_ID],[Product_Name]
from [dbo].[ProductN]
where [Product_Name] like '*Collection*'
```

90 %

Results Messages

	Product_ID	Product_Name
1	FUR-BO-10000112	Bush Birmingham Collection Bookcase, Dark Cherry
2	FUR-BO-10001567	Bush Westfield Collection Bookcases, Dark Cherry...
3	FUR-BO-10001790	Bush Somerset Collection Bookcase
4	FUR-BO-10002206	Bush Saratoga Collection 5-Shelf Bookcase, Hano...
5	FUR-BO-10002916	Rush Herlooms Collection 1" Thick Stackable Bo...
6	FUR-BO-10003159	Sauder Camden County Collection Libraries, Plank...
7	FUR-BO-10003433	Sauder Cornerstone Collection Library
8	FUR-BO-10003441	Bush Westfield Collection Bookcases, Fully Assem...
9	FUR-BO-10003450	Bush Westfield Collection Bookcases, Dark Cherry...
10	FUR-BO-10003660	Bush Cubix Collection Bookcases, Fully Assembled
11	FUR-BO-10003893	Sauder Camden County Collection Library
12	FUR-BO-10003966	Sauder Facets Collection Library, Sky Alder Finish
13	FUR-BO-10004210	Bush Heritage Pine Collection 5-Shelf Bookcase, ...
14	FUR-BO-10004360	Rush Herlooms Collection Rich Wood Bookcases
15	FUR-BO-10004709	Bush Westfield Collection Bookcases, Medium Ch...
16	FUR-CH-10002602	DMi Arturo Collection Mission-style Design Wood ...
17	FUR-FU-10000755	Eldon Expressions Mahogany Wood Desk Collection
18	FUR-FU-10003274	Regeneration Desk Collection
19	FUR-TA-10001520	Leers Sheffield Collection Coffee Table, End Table...

NO of Rows - 26

QUERY LANGUAGE & SCREENSHOT

7. Write the query that displays all orders made during the month of March 2014.

```
select [Order_ID],[Order_Date]
from [dbo].[OrderN]
where [Order_Date] Between '2014/03/01' AND '2014/03/31'
```

90 %

Results Messages

	Order_ID	Order_Date
1	CA-2014-101476	2014-03-21
2	CA-2014-108147	2014-03-14
3	CA-2014-112851	2014-03-17
4	CA-2014-115049	2014-03-07
5	CA-2014-121573	2014-03-17
6	CA-2014-128986	2014-03-04
7	CA-2014-132801	2014-03-14
8	CA-2014-138709	2014-03-23
9	CA-2014-145254	2014-03-31
10	CA-2014-146815	2014-03-22
11	CA-2014-149244	2014-03-17
12	CA-2014-156342	2014-03-07
13	CA-2014-163748	2014-03-22
14	CA-2014-164182	2014-03-11
15	CA-2015-110877	2014-03-18
16	CA-2015-118227	2014-03-17
17	CA-2015-119634	2014-03-22
18	CA-2015-124268	2014-03-15

NO of Rows - 63

QUERY LANGUAGE & SCREENSHOT

8. Write the query that displays all orders the were not made during the month of March 2014 but shipped between 5th and 30th of March 2014

```
select [Order_ID],[Order_Date],[Ship_Date]
from [dbo].[OrderN]
where [Order_Date] Not Between '2014/03/01' AND '2014/03/31' AND [Ship_Date] Between '2014/03/05' AND '2014/03/30'
```

90 %

Results Messages

Order_ID	Order_Date	Ship_Date
----------	------------	-----------

NO of Rows - 0

QUERY LANGUAGE & SCREENSHOT

9. Join the Order table to the Customer table on the Customer ID column.
Display all columns from both tables.

```
select *  
from [dbo].[Customer]  
inner join [dbo].[Order]  
on [dbo].[Customer].[Customer_ID]=[dbo].[Order].[Customer_ID]
```

90 %

Results Messages

	Customer_ID	Customer_Name	Segment	Order_ID	Order_Date	Ship_Date	Ship_Mode	Customer_ID	Postal_Code	Product_ID	Sales
1	AA-10315	Alex Avila	Consumer	CA-2016-118969	2014-03-31	2014-04-05	Standard Class	AA-10315	94122	OFF-AP-10002765	52.9799995422363
2	AA-10315	Alex Avila	Consumer	CA-2016-119935	2014-03-31	2014-04-05	Standard Class	AA-10315	94122	OFF-BI-10004390	673.567993164063
3	AA-10315	Alex Avila	Consumer	CA-2016-150343	2015-10-04	2015-10-07	First Class	AA-10315	94109	OFF-ST-10001590	26.95999990844727
4	AA-10315	Alex Avila	Consumer	CA-2017-136497	2017-06-29	2017-07-04	Standard Class	AA-10315	95407	OFF-AP-10000576	362.940002441406
5	AA-10315	Alex Avila	Consumer	US-2016-108637	2017-06-29	2017-07-04	Standard Class	AA-10315	95407	OFF-BI-10004654	11.539999961853
6	AA-10375	Allen Arnold	Consumer	US-2015-152128	2016-11-14	2016-11-16	Second Class	AA-10375	30318	OFF-BI-10004970	8.26000022888184
7	AA-10375	Allen Arnold	Consumer	US-2015-195369	2014-10-24	2014-10-29	Standard Class	AA-10375	91730	OFF-BI-10002706	34.2719993591309
8	AA-10375	Allen Arnold	Consumer	US-2015-127040	2014-04-21	2014-04-25	Standard Class	AA-10375	90008	OFF-BI-10002976	16.5200004577637
9	AA-10375	Allen Arnold	Consumer	CA-2017-159457	2015-02-03	2015-02-05	First Class	AA-10375	68104	FUR-FU-100033...	28.3999996185303
10	AA-10375	Allen Arnold	Consumer	CA-2016-144855	2016-07-10	2016-07-16	Standard Class	AA-10375	85204	OFF-ST-10001325	16.7679996490479
11	AA-10375	Allen Arnold	Consumer	CA-2016-107615	2015-02-03	2015-02-05	First Class	AA-10375	68104	TEC-AC-10004901	149.970001220703
12	AA-10375	Allen Arnold	Consumer	CA-2014-169460	2016-11-14	2016-11-16	Second Class	AA-10375	30318	OFF-PA-10002479	5.2800002090835
13	AA-10375	Allen Arnold	Consumer	CA-2015-105627	2015-05-08	2015-05-12	Standard Class	AA-10375	97301	OFF-AR-10000127	5.2480001449585
14	AA-10375	Allen Arnold	Consumer	CA-2015-111990	2016-11-14	2016-11-16	Second Class	AA-10375	30318	TEC-AC-10004145	499.980010986328
15	AA-10480	Andrew Allen	Consumer	CA-2015-106320	2017-04-15	2017-04-20	Standard Class	AA-10480	28027	OFF-PA-10002365	15.5520000457764
16	AA-10480	Andrew Allen	Consumer	CA-2014-134621	2016-07-17	2016-07-22	Standard Class	AA-10480	65807	OFF-ST-10000078	265.170013427734
17	AA-10480	Andrew Allen	Consumer	CA-2015-134075	2016-07-17	2016-07-22	Standard Class	AA-10480	65807	OFF-ST-10002344	242.940002441406

NO of Rows - 5009

QUERY LANGUAGE & SCREENSHOT

10. Join the Order table to the Customer, Product, & Region tables on the basis that the CustomerID column in the Order table matches the CustomerID column in the Customer table, the ProductID column in the Product table matches the ProductID column in the Order table, the Postalcode column in the Region table matches the Postalcode column in the Order table

```
select *
from [dbo].[OrderN]
inner join [dbo].[CustomerN]
ON [dbo].[OrderN].[Customer_ID]=[dbo].[CustomerN].[Customer_ID]
inner join [dbo].[ProductN] ON [dbo].[OrderN].[Product_ID]=[dbo].[ProductN].[Product_ID]
inner join [dbo].[RegionN] ON [dbo].[OrderN].[Postal_Code]=[dbo].[RegionN].[Postal_Code]
```

90 %

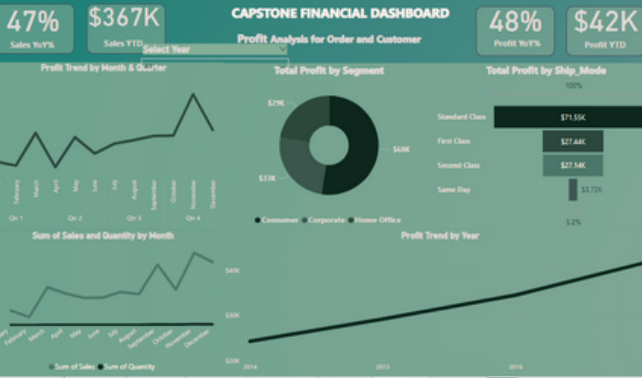
Results Messages

	Order_ID	Order_Date	Ship_Date	Ship_Mode	Customer_ID	Postal_Code	Product_ID	Sales	Quantity	Discount	Profit
1	CA-2016-167416	2017-09-04	2017-09-06	First Class	HW-14935	60653	FUR-BO-10000112	825.174011230469	9	0.3000000011920929	-117.8820
2	CA-2016-152555	2015-09-05	2015-09-09	Standard Class	AG-10900	92105	FUR-BO-10000330	411.332000732422	4	0.1500000005960464	-4.839200
3	CA-2017-113355	2014-05-26	2014-05-30	Standard Class	ML-17395	90008	FUR-BO-10000362	290.665985107422	2	0.1500000005960464	27.356800
4	CA-2014-142314	2015-03-24	2015-03-27	First Class	DP-13390	61604	FUR-BO-10000362	359.058013916016	3	0.3000000011920929	-35.90579
5	CA-2015-106215	2016-06-04	2016-06-04	Same Day	EN-13780	10035	FUR-BO-10000362	136.783996582031	1	0.200000002980232	5.129399
6	CA-2017-154676	2015-09-21	2015-09-27	Standard Class	DM-12955	48146	FUR-BO-10000468	194.320007324219	4	0	31.091195
7	CA-2015-167010	2017-08-06	2017-08-10	Second Class	SV-20365	70506	FUR-BO-10000468	145.740005493164	3	0	23.318399
8	CA-2016-100307	2014-08-19	2014-08-26	Standard Class	LH-16900	72401	FUR-BO-10000711	638.820007324219	9	0	172.48135
9	CA-2014-159849	2016-11-05	2016-11-09	Standard Class	EP-13915	77036	FUR-BO-10000780	956.664794921875	7	0.319999992847443	-225.0975
10	CA-2014-113320	2016-09-27	2016-10-03	Standard Class	HM-14860	77340	FUR-BO-10000780	956.664794921875	7	0.319999992847443	-225.0975
11	CA-2017-150266	2017-11-24	2017-12-01	Standard Class	KA-16525	10035	FUR-BO-10000780	321.567993164063	2	0.200000002980232	-16.07839
12	CA-2017-122945	2016-08-13	2016-08-18	Second Class	TS-21160	53214	FUR-BO-10001337	241.960006713867	2	0	24.100000
13	CA-2017-122927	2016-04-12	2016-04-17	Standard Class	WV-16460	90278	FUR-BO-10001337	308.480002980232	2	0	30.400000

NO of Rows - 5009



VISUALIZATION OF CAPSTONE FINANCIAL REPORT



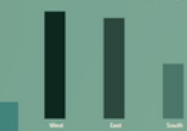
Total Profit by Top 4 Product_Name



Total Profit by Top 4 State

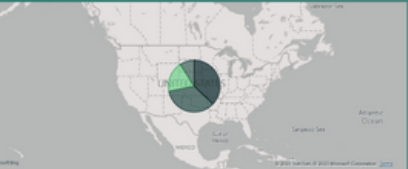


Total Profit by Region



Sum of Profit and Count of State by Country and Region

Central East South West



Total Profit by Category



INSIGHTS

- 01 Sum of Sales (31.44% increase) and Sum of Profit (72.12% increase) both trended up between 2014 and 2017.
- 02 Across all metrics, Sum of Profit had the most interesting recent trend and started trending up on 2014, rising by 72.12% (17,534.02) in 3 years.
- 03 At \$8,959.97, Canon imageCLASS 2200 Advanced Copier had the highest Sum of Profit and was 295.21% higher than Lexmark MX611dhe Monochrome Laser Printer, which had the lowest Sum of Profit at (\$4,589.97).
- 04 November accounted for 15.86% sum of quantity also the highest in terms of sum of sales and profit compared from other months.

- 05 At \$35,733.12, California had the highest Sum of Profit and was 381.64% higher than Texas, which had the lowest Sum of Profit at (\$12,687.70).
- 06 Consumer had the highest sum of profit at \$68,056.93 followed by Corporate at \$32,555.18 and Home office at \$29,240.49.
- 07 At \$ 48,093.36 West with count of 11 States had the highest sum of profit than East, Central, South which had sum of profit \$45,187.19, \$11,910.17, \$24,651.88 and count of States 14, 13 and 11 respectively.
- 08 At \$359,897.1 West has the highest sum of sales and was 70.52% higher than South which had the lowest sum of sales at \$211,052.54.

RECOMMENDATIONS

- 01 Identify and understand the key drivers via investigating the specific factors that contributed to the increase in profit during this period will help to maintain the growth trend and continue to improve profitability.
- 02 Considering the fact that Western region had higher sales and profit even with less state count than East and Central regions, a detailed analysis via looking into marketing/sales strategy, product and customer should be carried out to understand what factors contributed to its higher profitability compare to the others regions.
- 03 Tracking of KPI's via the use of data analysed regularly for each region, product and customer will help to make informed decision and strategise constantly to improve profitability and better customer service delivery.
- 04 Implementation of customer loyalty program to nurture existing customer and provide excellent customer service as a way to retain them and also a way of marking via word of mouth.
- 05 Use of social media , digital marketing, specific segmented marketing (customer or region) to increase awareness of the company(products) and drive improve sale and profitability.
- 06 Critical analysis of the data to understand why November performed better in quantity, sales and profit. Was it seasonal? promotion or marketing campaign? specific products that drove the sales. Identifying these factors will help replicate same for other month thereby driving success and making Capstone a house hold name and global brand.

CONCLUSION

Capstone company after analysis grew over the years in all ramifications: quantity of product sold, sum of sales, sum of profit and revenue.

Understanding historical sales trend via use of Data analysis as a culture to make informed decision will help the company plan and allocate resource effectively for continuous improvement within the organization

Special attention should be paid to the recommendations so as to generate more revenue and make Capstone a world leader in terms of product distribution and sales.

ANALYSED AND PRESENTED BY



**THANK
YOU**

