

DAISY INTERNATIONAL COMPANY



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INTRODUCITON



Daisy international company does business in 16 countries and 29 cities of the world.

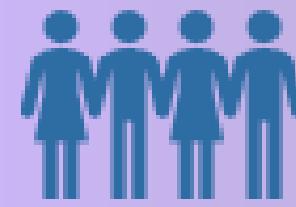
It is a sales company that specializes in distribution of 78 products.

Company sales data were analyzed using SQL query and visualized via Power BI.

Insights and recommendations were given which when implemented will help improve sales and revenue.

HEADERS AND COLUMNS

Customers are people who buys goods from the company.



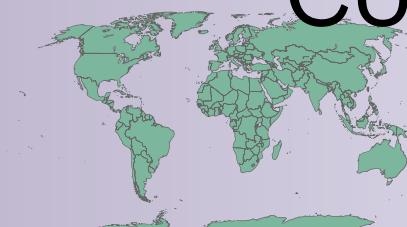
This column lists all the product manufactured by the company



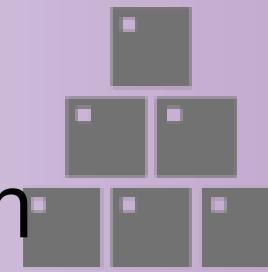
The profit made in the sixteen countries were the products were sold



Countries were the company operates its business



The number of products being ordered by customers from the various countries.



Number of times product was purchased by the customer



SQL QUERY AND SCREENSHOT

SQL QUERY LANGUAGE AND SCREENSHOT

```
1. List all suppliers in the Uk  
select[CompanyName], [Country]  
from[dbo].[Supplier]  
where[Country]='uk'  
100 %  
Results Messages
```

	CompanyName	Country
1	Exotic Liquids	UK
2	Specialty Biscuits, Ltd.	UK

NO. of Rows - 2

SQL QUERY LANGUAGE AND SCREENSHOT

2. List the first name, last name, and city for all customers. Concatenate the first and last name separated by a space and a comma as a single column

```
select CONCAT([FirstName], ' ', [LastName]) AS 'fullname',[City]
from[dbo].[Customer]
```

90 %

Results Messages

	fullname	City
1	Maria, Anders	Berlin
2	Ana, Trujillo	México D.F.
3	Antonio, Moreno	México D.F.
4	Thomas, Hardy	London
5	Christina, Bergl...	Luleå
6	Hanna, Moos	Mannheim
7	Frédérique, Cit...	Strasbourg
8	Martin, Sommer	Madrid
9	Laurence, Lebi...	Marseille
10	Elizabeth, Linc...	Tsawassen
11	Victoria, Ashw...	London
12	Patricia, Simps...	Buenos Ai...
13	Francisco, Cha...	México D.F.
14	Yang, Wang	Bem
15	Pedro, Afonso	Sao Paulo
16	Elizabeth, Brown	London
17	Anna, Zaidel	Austria

NO. of Rows -1 20

SQL QUERY LANGUAGE AND SCREENSHOT

3. List all customers in Sweden

```
Select [FirstName], [LastName], [Country]
from[dbo].[Customer]
where [Country]='Sweden'
```

100 %

Results Messages

	FirstName	LastName	Country
1	Christina	Berglund	Sweden
2	Maria	Larsson	Sweden

SQL QUERY LANGUAGE AND SCREENSHOT

4. List all suppliers in alphabetical order

```
select [CompanyName] AS 'Name of Suppliers'  
from[dbo].[Supplier]  
order by[CompanyName]
```

100 %

Results Messages

	Name of Suppliers
1	Aux joyeux ecclésiastiques
2	Bigfoot Breweries
3	Cooperativa de Quesos 'Las Cabras'
4	Escargots Nouveaux
5	Exotic Liquids
6	Forêts d'éables
7	Formaggi Fortini s.r.l.
8	Gai pâturage
9	G'day, Mate
10	Grandma Kelly's Homestead
11	Heli Süßwaren GmbH & Co. KG
12	Karkki Oy
13	Leka Trading
14	Lyngbysild
15	Ma Maison
16	Mayumi's
17	New England Seafood Cannery
18	New Orleans Cajun Delights
19	Nord-Ost-Fisch Handelsgesellschaft mbH

NO. of Rows -29

SQL QUERY LANGUAGE AND SCREENSHOT

5. List all suppliers with their products

```
select[CompanyName] AS ' Name of Suppliers' ,[ProductName]
from[dbo].[Supplier]
inner join [dbo].[Product]
ON[dbo].[Supplier].[Id]=[dbo].[Product].[SupplierId]
group by [CompanyName],[ProductName]
```

100 %

Results Messages

	Name of Suppliers	ProductName
1	Aux joyeux ecclésiastiques	Chartreuse verte
2	Aux joyeux ecclésiastiques	Côte de Blaye
3	Bigfoot Breweries	Laughing Lumberjack Lager
4	Bigfoot Breweries	Sasquatch Ale
5	Bigfoot Breweries	Steeleye Stout
6	Cooperativa de Quesos 'Las Cabras'	Queso Cabrales
7	Cooperativa de Quesos 'Las Cabras'	Queso Manchego La Pastora
8	Escargots Nouveaux	Escargots de Bourgogne
9	Exotic Liquids	Aniseed Syrup
10	Exotic Liquids	Chai
11	Exotic Liquids	Chang
12	Forêts d'érables	Sirop d'éable
13	Forêts d'érables	Tarte au sucre
14	Fornaggi Fortini s.r.l.	Gorgonzola Telino
15	Fornaggi Fortini s.r.l.	Mascarpone Fabioli

NO. of Rows -78

SQL QUERY LANGUAGE AND SCREENSHOT

6. List all orders with product name, quantity, and price, sorted by order number

```
select [ProductName], [OrderNumber], (OrderItem.UnitPrice * [Quantity]) AS Price, [Quantity]
from [dbo].[OrderItem]
inner join [dbo].[Product] on [dbo].[OrderItem].[ProductId]=[dbo].[Product].[Id]
inner join [dbo].[Order] on [dbo].[OrderItem].[OrderId]=[dbo].[Order].[Id]
order by [OrderNumber]
```

100 %

Results Messages

	ProductName	OrderNumber	Price	Quantity
1	Queso Cabrales	542378	168.00	12
2	Singaporean Hokkien Fried Mee	542378	98.00	10
3	Mozzarella di Giovanni	542378	174.00	5
4	Tofu	542379	167.40	9
5	Manjimup Dried Apples	542379	1696.00	40
6	Jack's New England Clam Chowder	542380	77.00	10
7	Manjimup Dried Apples	542380	1484.00	35
8	Louisiana Fiery Hot Pepper Sauce	542380	252.00	15
9	Gustaf's Knäckebröd	542381	100.80	6
10	Ravioli Angelo	542381	234.00	15
11	Louisiana Fiery Hot Pepper Sauce	542381	336.00	20
12	Sir Rodney's Marmalade	542382	2592.00	40
13	Geitost	542382	50.00	25
14	Camembert Pierrot	542382	1088.00	40
15	Coupe de Tarte	542382	220.00	20

NO. of Rows -2155

SQL QUERY LANGUAGE AND SCREENSHOT

```
7. Using case statement, list all the suppliers and the language they speak. The  
language they speak should be their country E.g if UK, then English.  
select [ContactName], [Country], [City], [Id], CASE  
When [Country]like 'Australia' Then 'English'  
When [Country]like 'Brazil' Then 'Portuguese'  
When [Country]like 'Canada' Then 'English'  
When [Country]like 'Denmark' Then 'Danish'  
When [Country]like 'Finland' Then 'Finnish'  
When [Country]like 'France' Then 'French'  
When [Country]like 'Germany' Then 'German'  
When [Country]like 'Italy' Then 'Italian'  
When [Country]like 'Japan' Then 'Japanese'  
When [Country]like 'Netherlands' Then 'Dutch'  
When [Country]like 'Norway' Then 'Norwegian'  
When [Country]like 'Singapore' Then 'Malay'  
When [Country]like 'Spain' Then 'Spanish'  
When [Country]like 'Sweden' Then 'Swedish'  
When [Country]like 'UK' Then 'English'  
When [Country]like 'USA' Then 'English'  
End AS 'Language'  
from [dbo].[Supplier]
```

100 %

Results Messages

	ContactName	Country	City	Id	Language
1	Charlotte Cooper	UK	London	1	English
2	Shelley Burke	USA	New Orleans	2	English
3	Regina Murphy	USA	Ann Arbor	3	English
4	Yoshi Nagase	Japan	Tokyo	4	Japanese
5	Antonio del Valle Saavedra	Spain	Oviedo	5	Spanish

NO. of Rows -122

SQL QUERY LANGUAGE AND SCREENSHOT

8. List all products that are packaged in Jars

```
- select[ProductName], [Package]
  from[dbo].[Product]
 where[Package] like '%Jars%'
```

100 %

Results Messages

	ProductName	Package
1	Chef Anton's Cajun Seasoning	48 - 6 oz jars
2	Grandma's Boysenberry Spre...	12 - 8 oz jars
3	Northwoods Cranberry Sauce	12 - 12 oz j...
4	Ikura	12 - 200 ml...
5	Inlagd Sill	24 - 250 g ...
6	Vegie-spread	15 - 625 g ...
7	Louisiana Hot Spiced Okra	24 - 8 oz jars
8	Röd Kaviar	24 - 150 g

NO. of Rows -8

SQL QUERY LANGUAGE AND SCREENSHOT

```
9. List products name, unitprice and packages for products that starts with Ca
select[ProductName],[Package],[UnitPrice]
from[dbo].[Product]
where[ProductName]like 'Ca%'

100 % <

Results Messages
```

	ProductName	Package	UnitPrice
1	Camarvon Tigers	16 kg pkg.	62.50
2	Camembert Piemot	15 - 300 g rounds	34.00

SQL QUERY LANGUAGE AND SCREENSHOT

10. List the number of products for each supplier, sorted high to low.

```
select[CompanyName],count ([ProductName]) AS 'Number of Products'  
from[dbo].[Product]  
inner join [dbo].[Supplier]  
ON [dbo].[Product].[SupplierId]=[dbo].[Supplier].[Id]  
group by [CompanyName]  
order by count([ProductName])DESC
```

100 %

Results Messages

	CompanyName	Number of Products
1	Pavlova, Ltd.	5
2	Plutzer Lebensmittelgroßmärkte AG	5
3	Specialty Biscuits, Ltd.	4
4	New Orleans Cajun Delights	4
5	Norske Meierier	3
6	Formaggi Fortini s.r.l.	3
7	Mayumi's	3
8	Bigfoot Breweries	3
9	Exotic Liquids	3
10	G'day, Mate	3
11	Grandma Kelly's Homestead	3
12	Heli Süßwaren GmbH & Co. KG	3
13	Karkki Oy	3
14	Leka Trading	3
15	Svensk Sjöföda AB	3
16	Tokyo Traders	3
17	Zaanse Snoepfabriek	3

NO. of Rows -29

SQL QUERY LANGUAGE AND SCREENSHOT

11. List the number of customers in each country, sorted high to low.

```
select count ([Id]) AS 'No of Customers', [Country]
from[dbo].[Customer]
group by [Country]
order by count ([Id]) Desc
```

100 %

Results Messages

	No of Customers	Country
1	13	USA
2	11	France
3	11	Germany
4	9	Brazil
5	7	UK
6	5	Spain
7	5	Mexico
8	4	Venezuela
9	3	Canada
10	3	Argentina
11	3	Italy
12	2	Denmark
13	2	Finland
14	2	Austria
15	2	Belgium
16	2	Portugal
17	2	Sweden
18	2	Switzerland
19	1	Sydney

NO. of Rows -50

SQL QUERY LANGUAGE AND SCREENSHOT

12. List the total order amount for each customer, sorted low to high.

```
select sum([TotalAmount]) AS 'Customer Orders ',[CustomerId]
from [dbo].[Order]
group by [CustomerId]
order by sum ([TotalAmount])ASC
```

100 %

Results Messages

	Customer Orders	CustomerId
1	100.80	13
2	357.00	43
3	522.50	42
4	649.00	53
5	836.70	29
6	1402.95	2
7	1467.29	69
8	1480.00	85
9	1488.70	33
10	1545.70	27
11	1571.20	82
12	1615.90	18
13	1719.10	16
14	1814.80	12
15	1947.24	78
16	1992.05	40
17	2423.35	74
18	2844.10	64
19	3063.20	36
20	3161.26	90

NO. of Rows -89

SQL QUERY LANGUAGE AND SCREENSHOT

```
13. List all countries with more than 2 suppliers.

select count([Id]) AS 'Suppliers',[Country]
from[dbo].[Supplier]
group by[Country]
having count([Id]) >2
```

100 %

Results Messages

	Suppliers	Country
1	3	France
2	3	Germany
3	4	USA

NO. of Rows -3

SQL QUERY LANGUAGE AND SCREENSHOT

```
14. List the number of customers in each country. Only include countries with more  
than 10 customers.  
  
select count([Id]) AS 'No of Customers', [Country]  
from[dbo].[Customer]  
group by[Country]  
having count ([Id])>10
```

100 %

Results Messages

	No of Customers	Country
1	11	France
2	11	Germ...
3	13	USA

SQL QUERY LANGUAGE AND SCREENSHOT

```
- 15. List the number of customers in each country, except the USA, sorted high to  
low. Only include countries with 9 or more customers.  
  
- select count([Id]) AS 'Customers', [Country]  
  from[dbo].[Customer]  
  where [Country]!='USA'  
  group by[Country]  
  having count ([Id])>=9  
  order by count([Id]) DESC
```

100 %

Results Messages

	Customers	Country
1	11	France
2	11	Germany
3	9	Brazil

SQL QUERY LANGUAGE AND SCREENSHOT

16. List customer with average orders between \$1000 and \$3000.

```
select [CustomerId],[FirstName],[LastName] ,AVG([TotalAmount]) AS 'AVG Orders'
from[dbo].[Order]
join [dbo].[Customer] on [dbo].[Order].[CustomerId]=[dbo].[Customer].[Id]
group by[CustomerId],[FirstName],[LastName]
having AVG([TotalAmount]) between 1000 and 3000
```

100 %

Results Messages

	CustomerId	FirstName	LastName	AVG Orders
1	3	Antonio	Moreno	1073.621428
2	4	Thomas	Hardy	1062.038461
3	5	Christina	Berglund	1498.230555
4	7	Frédérique	Citeaux	1735.272727
5	8	Martin	Sommer	1765.933333
6	9	Laurence	Lebihan	1402.997058
7	10	Elizabeth	Lincoln	1614.835714
8	14	Yang	Wang	1610.787500
9	19	Ann	Devon	1879.207500
10	23	Martine	Rancé	2333.380000
11	24	Maria	Larsson	1713.450000
12	25	Peter	Franken	1914.847333
13	26	Carine	Schmitt	1057.386666
14	30	José	Pedro Fr...	1183.010000
15	32	Howard	Snyder	1791.920909
16	34	Mario	Pontes	2435.796428
17	35	Carlos	Hemán...	1311.754444
18	39	Philip	Cramer	2267.553571

NO. of Rows -42

SQL QUERY LANGUAGE AND SCREENSHOT

17. Get the number of orders and total amount sold between Jan 1, 2013 and Apr 30, 2013.

```
select [OrderNumber], [TotalAmount], [OrderDate]
from[dbo].[Order]
where [OrderDate] Between '2013/01/01' and '2013/04/30'
```

100 %

Results Messages

	OrderNumber	TotalAmount	OrderDate
1	542530	3063.00	2013-01-01 00:00:00.000
2	542531	3868.60	2013-01-01 00:00:00.000
3	542532	2713.50	2013-01-02 00:00:00.000
4	542533	1005.90	2013-01-03 00:00:00.000
5	542534	1675.00	2013-01-03 00:00:00.000
6	542535	400.00	2013-01-06 00:00:00.000
7	542536	2018.20	2013-01-07 00:00:00.000
8	542537	1194.00	2013-01-07 00:00:00.000
9	542538	1622.40	2013-01-08 00:00:00.000
10	542539	319.20	2013-01-09 00:00:00.000
11	542540	802.00	2013-01-10 00:00:00.000
12	542541	1208.50	2013-01-10 00:00:00.000
13	542542	372.00	2013-01-13 00:00:00.000
14	542543	2123.20	2013-01-14 00:00:00.000
15	542544	231.40	2013-01-14 00:00:00.000
16	542545	102.40	2013-01-15 00:00:00.000
17	542546	720.00	2013-01-16 00:00:00.000
18	542547	11283.20	2013-01-16 00:00:00.000
19	542548	1814.80	2013-01-17 00:00:00.000
20	542549	2208.00	2013-01-20 00:00:00.000

NO. of Rows -1 23

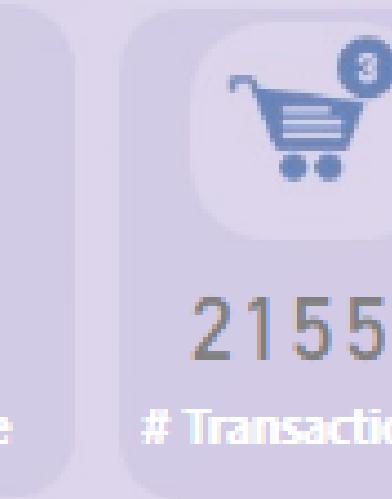
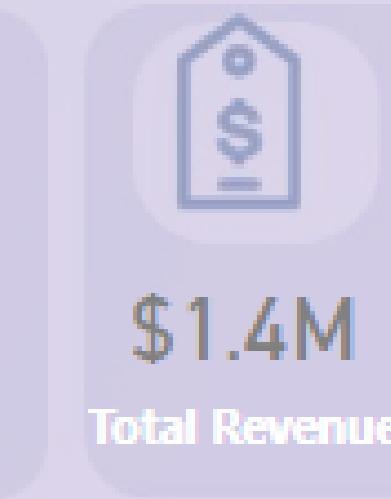
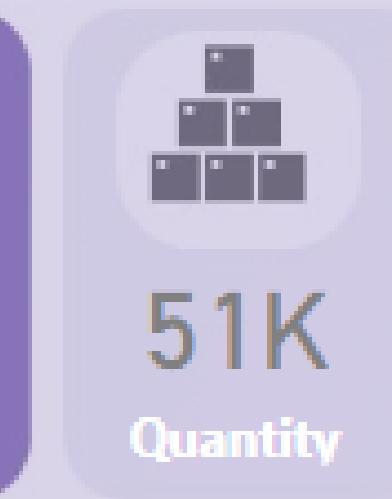
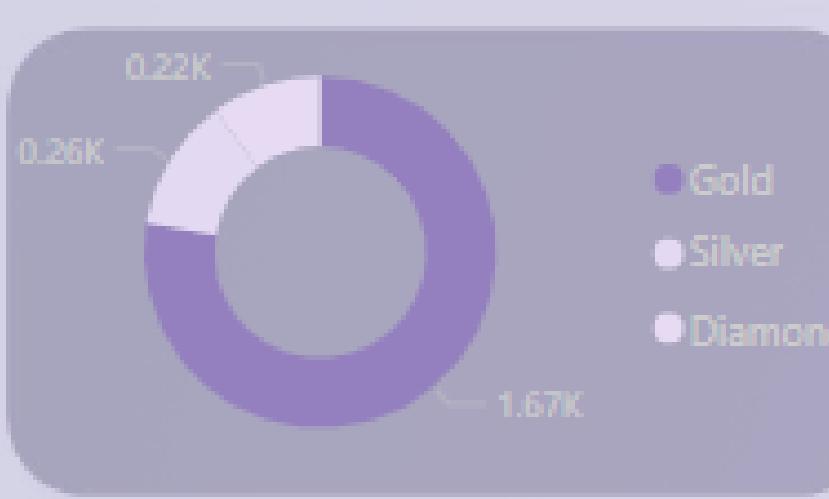
DAISY INTERNATIONAL FINANCIAL REPORT

DASHBOARD

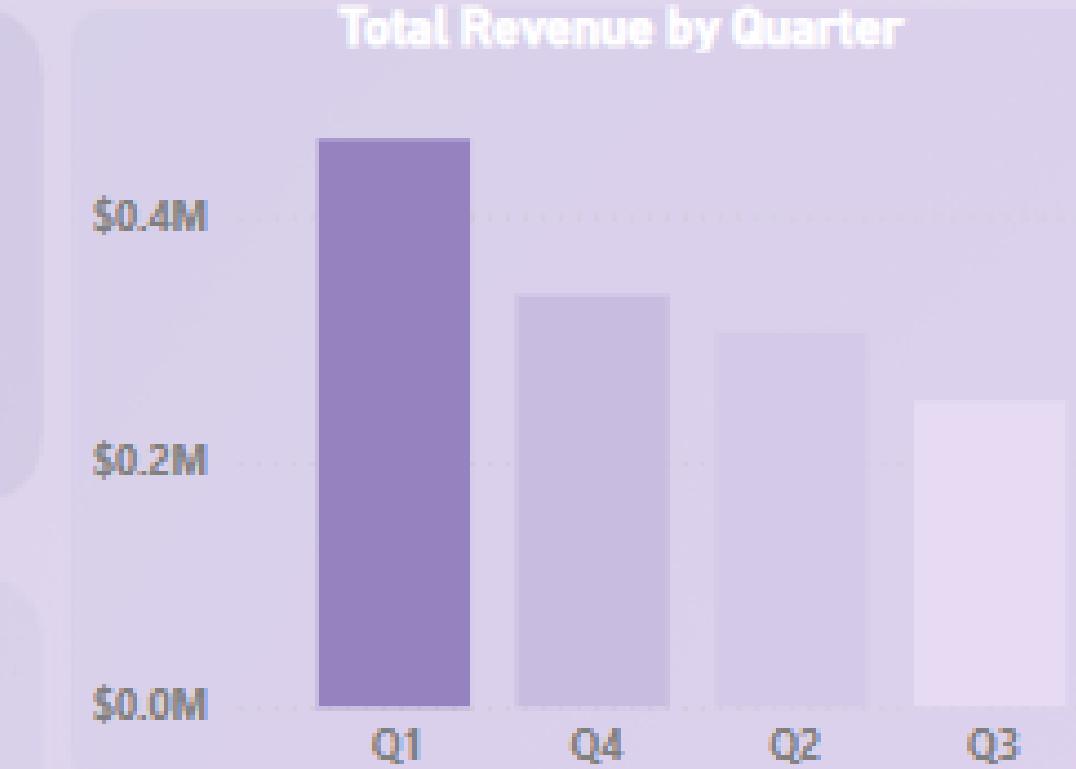
Select Year

2011

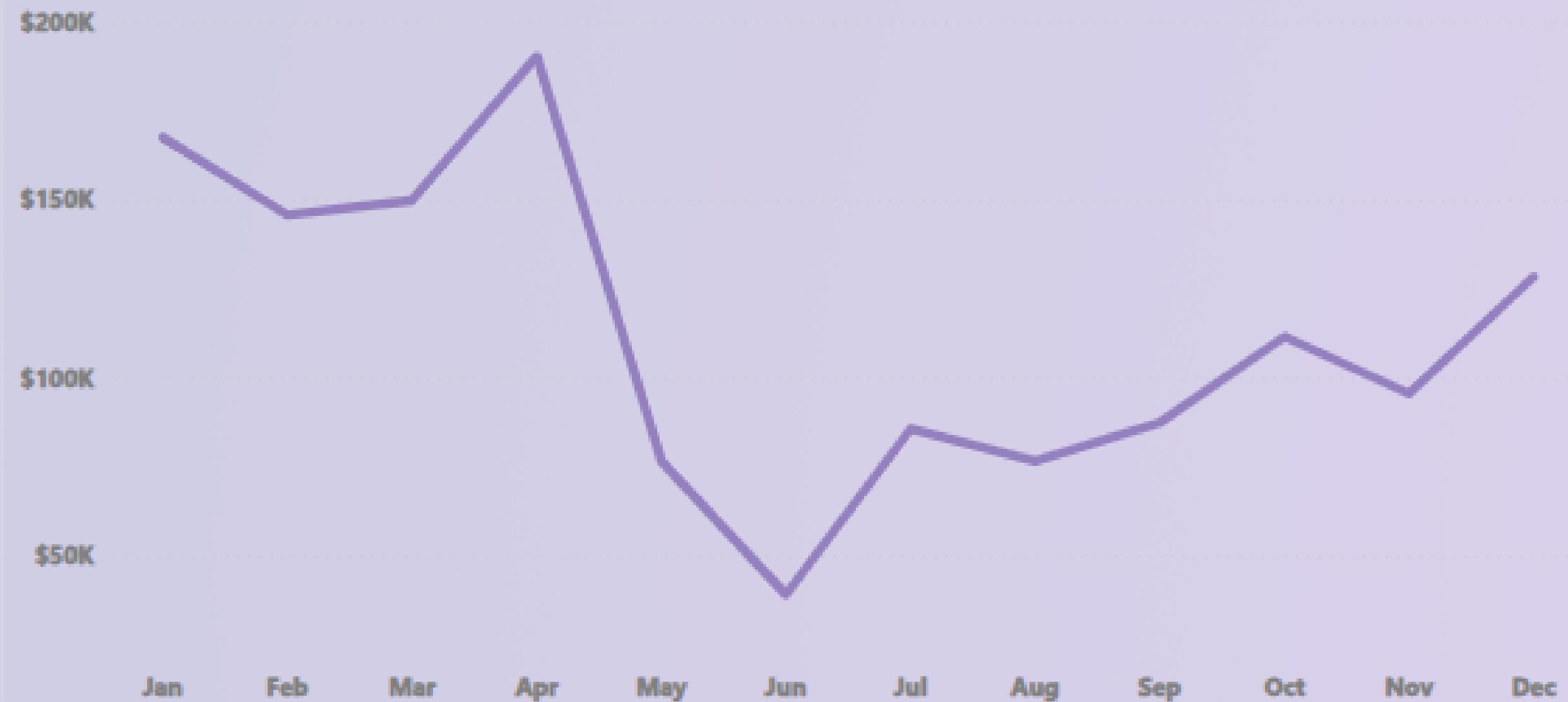
Transaction by Customer Rating



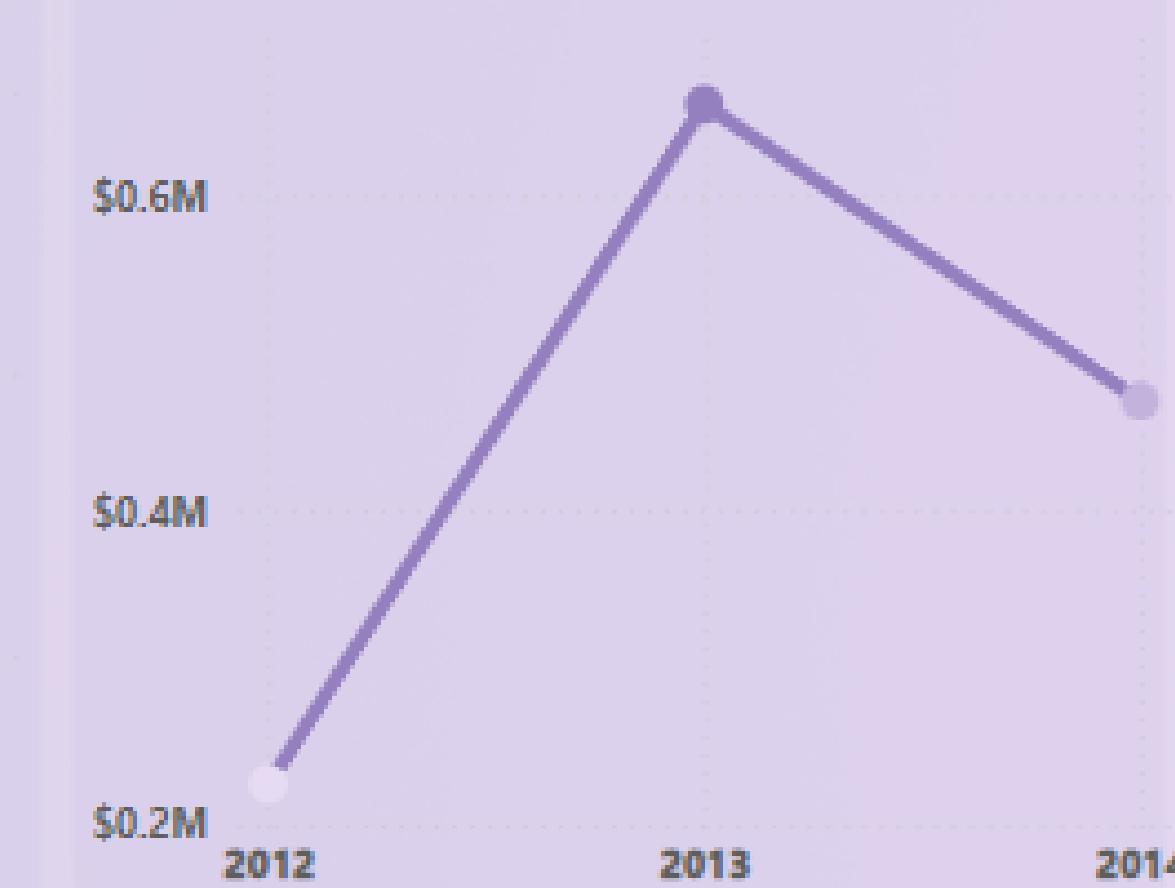
Total Revenue by Quarter



Total Revenue by Month



Total Revenue by Year



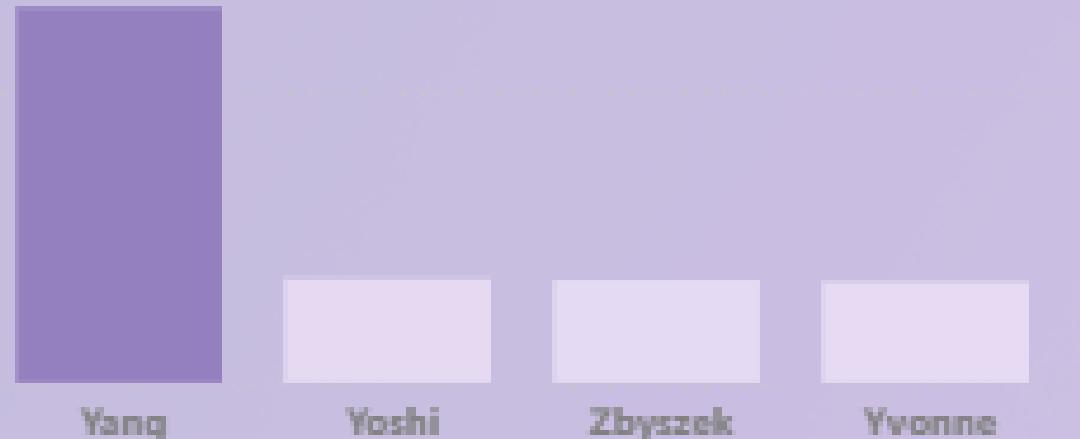
Select Year

DAISY INTERNATIONAL LIMITED

Top 4 Product With Highest Revenue



Total 4 Customers by Revenue



Total Revenue by Country



Country	Sum of UnitPrice	Sum of Quantity
Australia	\$7,984	6045
Brazil	\$216	1125
Canada	\$3,879	3344
Denmark	\$429	1056
Finland	\$1,200	1736
France	\$11,030	5023
Germany	\$9,133	6120
Italy	\$4,461	4197
Japan	\$2,346	2551
Netherlands	\$263	623
Norway	\$1,941	2526
Singapore	\$2,037	1878
Spain	\$1,262	1050
Sweden	\$1,349	2151
UK	\$3,841	5064
USA	\$5,129	6828
Total	\$56,501	51317

INSIGHTS

In terms of total revenue, the USA had the highest revenue at \$263,567.0, which was 7,362.36% greater than Poland's \$3,532.0, the country with the lowest total revenue.

RECOMENDATIONS

To improve profit worldwide Daisy Incorporated should invest in marketing, distribution of the products and diversifying to meet the specific need of each country and create awareness thereby exploring international market to increase revenue and profit.

INSIGHTS

In 2013, the total revenue was \$658,388.8, which was the highest among all the years analyzed. In contrast, 2012 had the lowest total revenue, amounting to \$226,298.5, which was 190.94% lower than 2013.

RECOMENDATIONS

To prevent the repetition of extremely low revenue like 2012, continuous monitoring and analysis of financial data to identify early signs of revenue decline also developing long term financial plans that consider revenue stability over several years

INSIGHTS

At \$190,330.0, Apr had the highest Total Revenue and was 386.93% higher than Jun, which had the lowest Total Revenue at \$39,088.0.

RECOMENDATIONS

Incentives should be given to existing customers such as discount to attract potential customers across other countries.

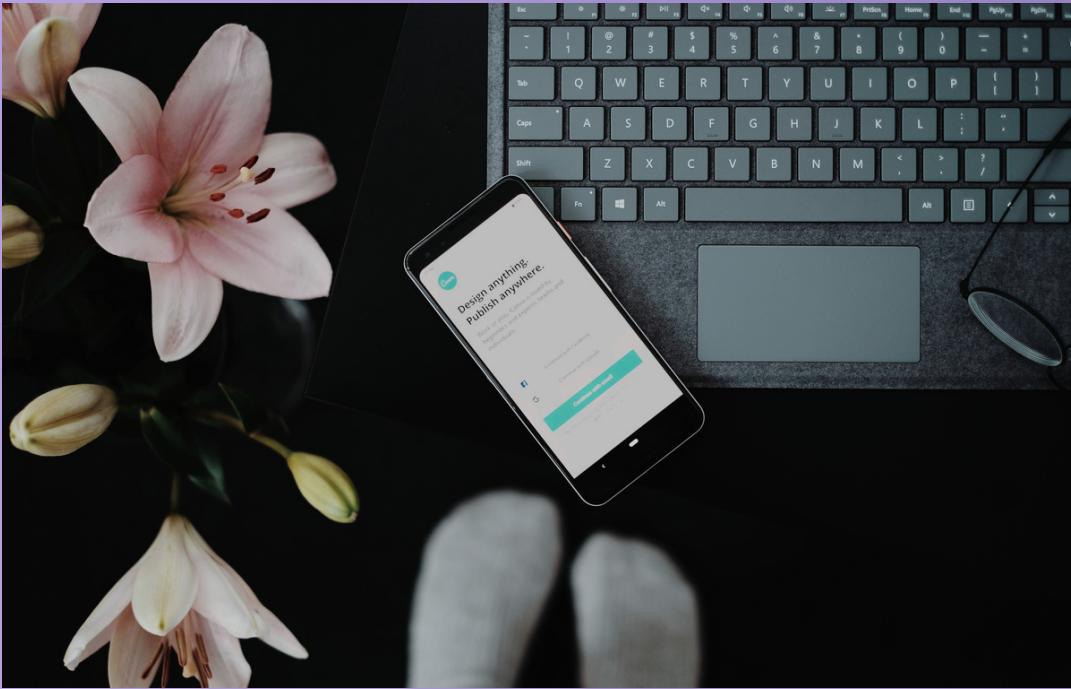
INSIGHTS

At \$23,009.0,
Wimmers gute
Semmelknödel
had the highest
Total Revenue
and was the
highest selling
product.

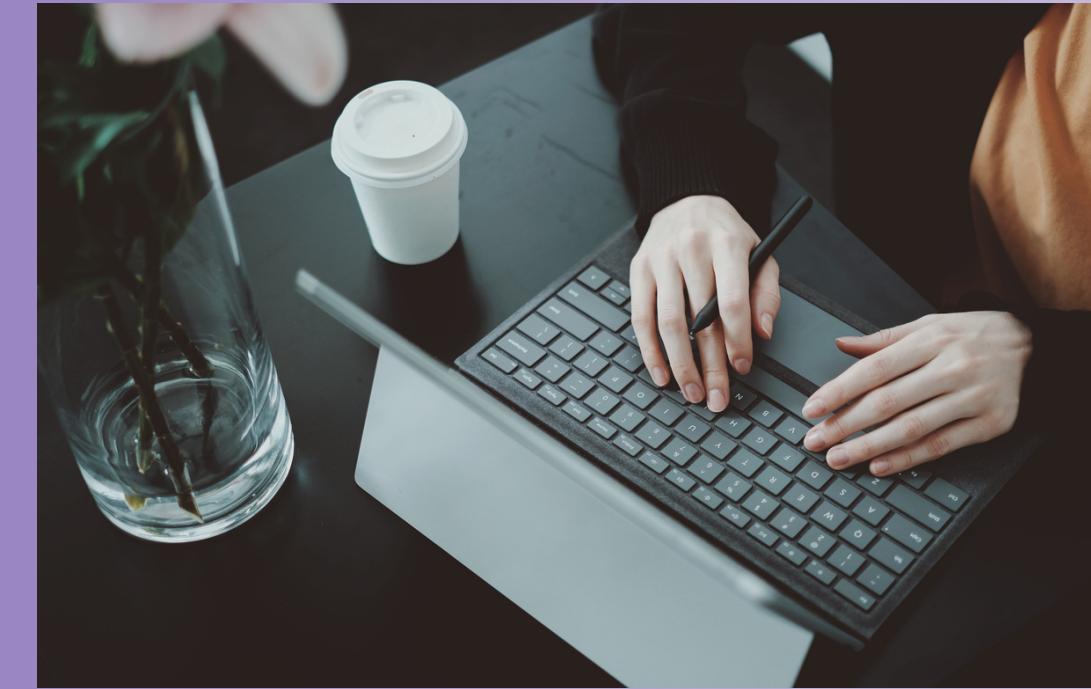
RECOMENDATIONS

Continuous Innovation:
Encourage a culture of
innovation within the
company to develop new
products or improve
existing ones. Stay ahead
of consumer preferences
and market trends.

CONCLUSION



During analysis it was discovered that Daisy International company has the potential to be profitable all year round considering its presence in 16 countries.



Quarterly analysis, implementation of the recommendations and developing a comprehensive long term economic plan that sets clear goals and strategy for sustainable growth of the company.

