**Feature List:**

* Bad Reviews
* Best and Worst Products
* Customers by Region
* Inventory Management
* Payment Methods

**Summary**

With the use of Excel and SQLServer, we were able to analyze and calculate the data for our products such as the best and worst products, bad reviews, customers by region, inventory management, and payment methods. Based on our analysis, we found that the products with product IDs 36, 81, 120, 159, and 122 were our best selling products. On the other hand, our worst selling products were products 76, 74, 3, 11, and 160. Through our analysis of our bad reviews, we can see which customers were unhappy with the service and why they were unhappy. Furthermore we can reach out to these customers in order to further understand how we can improve in the future. From our analysis on inventory management, we found out that the Kelowna warehouse has the best sales. This is beneficial information as we can put more time, money, and effort into this warehouse and continue its success. Additionally, we can further analyze the Kelowna warehouse data in order to figure out why it is more successful compared to our other warehouses, and use that to improve the other locations. We analyzed where the majority of our customers are based on region and determined that Nova Scotia is currently the region with the most customers, and Quebec is the fastest growing region and could see similar numbers to Nova Scotia in upcoming years. Based on this analysis, we can continue to focus on these two regions and put more effort into them to ensure this trend continues. Lastly, we analyzed which payment methods are most used. This can help us figure out what methods customers prefer and ensure these options are available and easy to access for them. For the analysis, we counted how many times each payment method was used and determined that the most popular method is Visa, and MC is on a decline. Through our analysis on all of these features, we were able to gather useful information on our products and service in order to help us satisfy our customers and continue to grow the company.

**Sources**

* Microsoft Excel
* SQL Server
* ChatGPT
* VSCode