

ENHANCING COUNTRY SALES

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Problem 1

what is country with top sales?

2

Problem 2

how is the price of top product sold in best sales country?

3

Problem 3

What is the average freight each of the country?



Problem 1

what is country with top sales?

Table used: Order Details,
Orders, Products, Customers

Query : Group by
Customers.Country,Products.CategoryID
,Products.ProductName,o.Quantity

select:
Customers.Country

select: Products.CategoryID as
Category_Products,Products.ProductName

select MAX(o.Quantity) as Sum_Quantity



	Country	Category_Products	ProductName	Sum_Quantity
1	Austria	1	Chartreuse verte	130
2	Austria	5	Wimmers gute Semmelknödel	130
3	Austria	2	Sirop d'érable	120
4	Austria	7	Manjimup Dried Apples	120
5	Germany	3	Schoggi Schokolade	120
6	Germany	6	Pâté chinois	120
7	USA	1	Rhönbräu Klosterbier	120
8	USA	6	Pâté chinois	120
9	USA	6	Perth Pasties	120
10	USA	8	Jack's New England Clam Chowder	120

Result

Problem 2

how is the price of top product sold in best sales country?

Table used: Order Details, Products

select: p.ProductName, p.UnitPrice

Products

select o.Quantity

Order Details

Query : WHERE ((p.UnitPrice)>(SELECT AVG([UnitPrice]) From Products))

	ProductName	Unit Price	Quantity
1	Côte de Blaye	263.50	1
2	Côte de Blaye	263.50	2
3	Côte de Blaye	263.50	3
4	Côte de Blaye	263.50	4
5	Côte de Blaye	263.50	5

Result

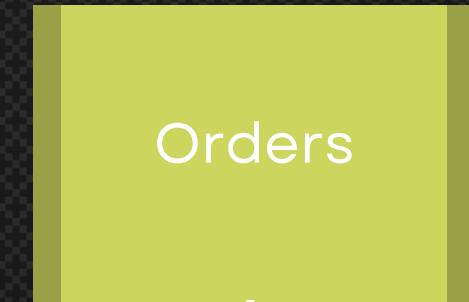
Problem 3

What is the average freight each of the country?

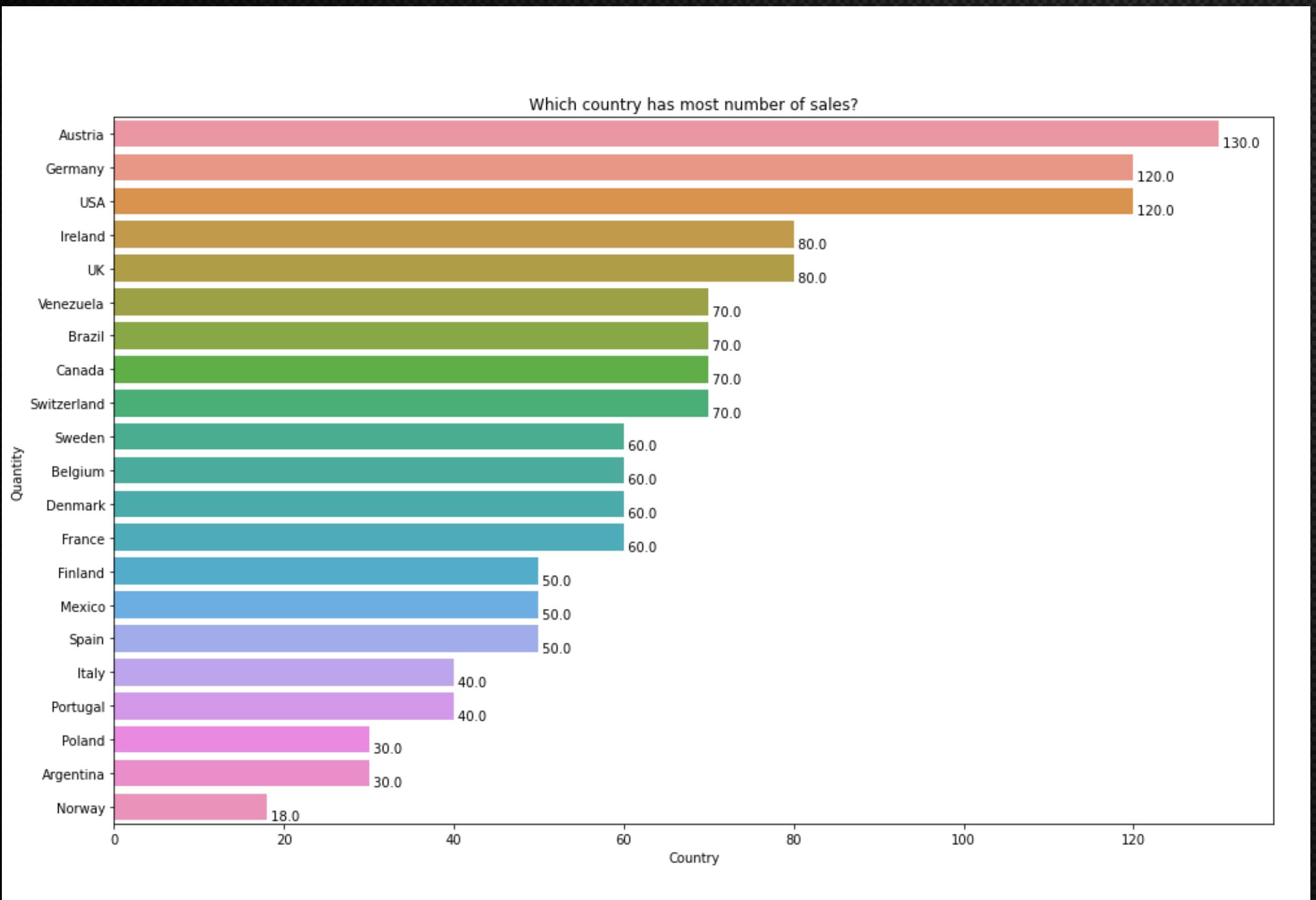
Table used: Orders

Query :
WHERE OrderDate BETWEEN (SELECT DATEADD(YEAR, -1, MAX(OrderDate))
FROM Orders)
AND
(SELECT MAX(OrderDate)
FROM Orders)

select: p.ProductName, p.UnitPrice



	ShipCountry	AverageFreight
1	Ireland	200.21
2	Austria	186.4596
3	USA	117.9704
4	Germany	105.8452
5	Sweden	100.1169
6	Canada	85.6783
7	Denmark	85.6284
8	Switzerland	74.38
9	Belgium	70.8721
10	France	58.0544
11	UK	57.7919

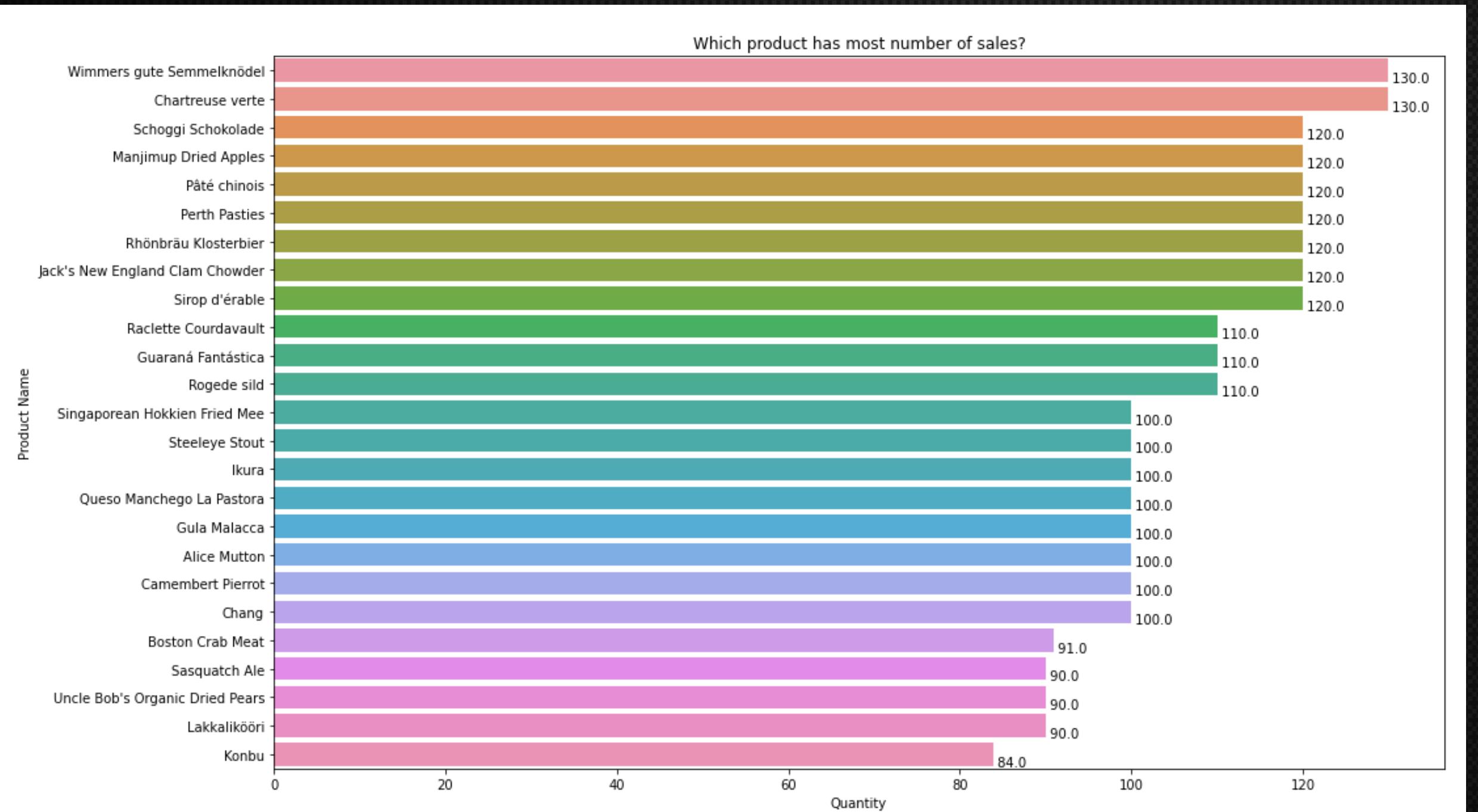


Problem 1

Here, we can see , Austria has most number of sales. Other country are Germany, USA, Ireland, and UK.

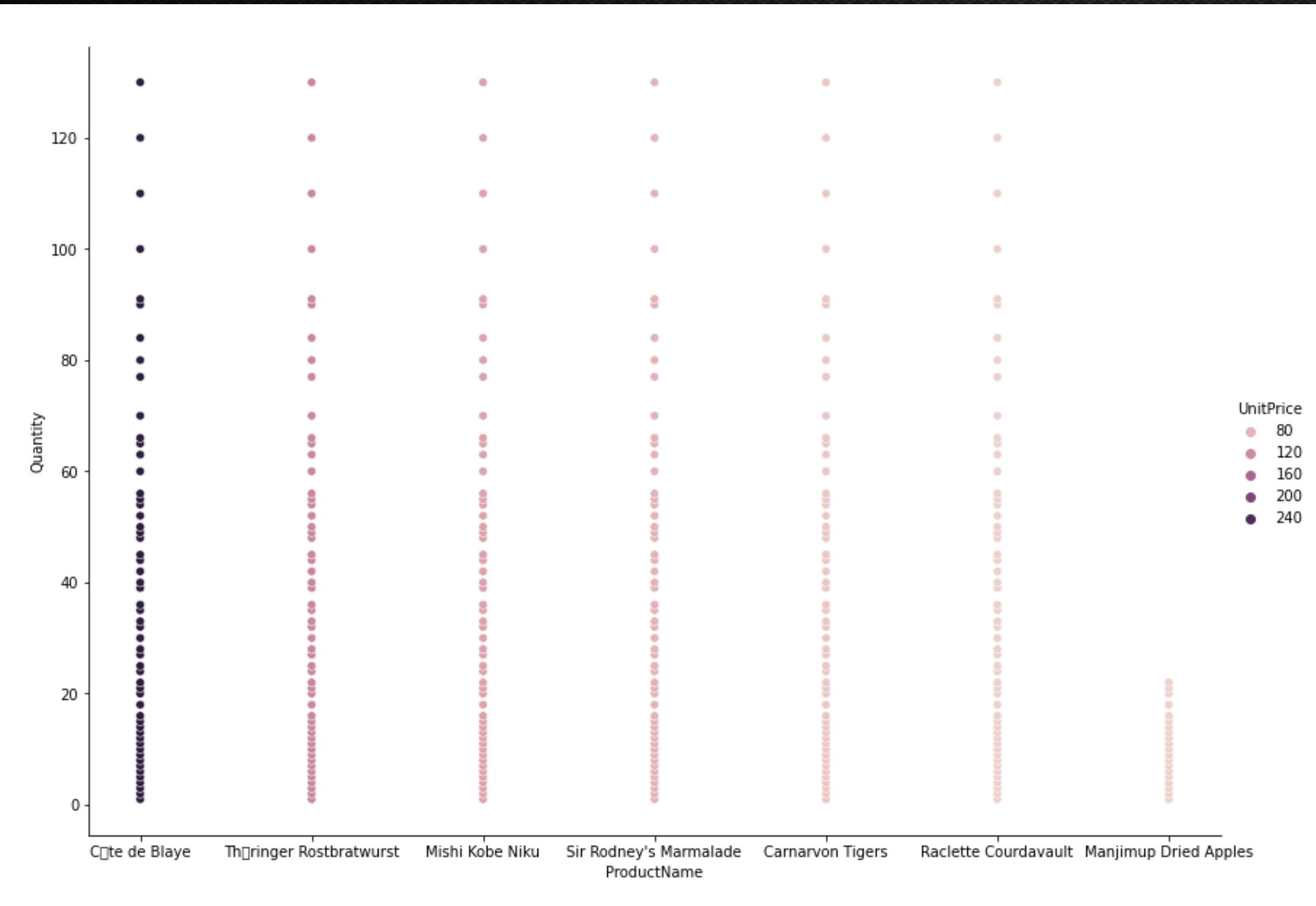
Problem 1

Top product from this sales is Wimmers gute Semmelknödel, Chartreuse verte, Schoggi Schokolade, Pâté chinois, etc.



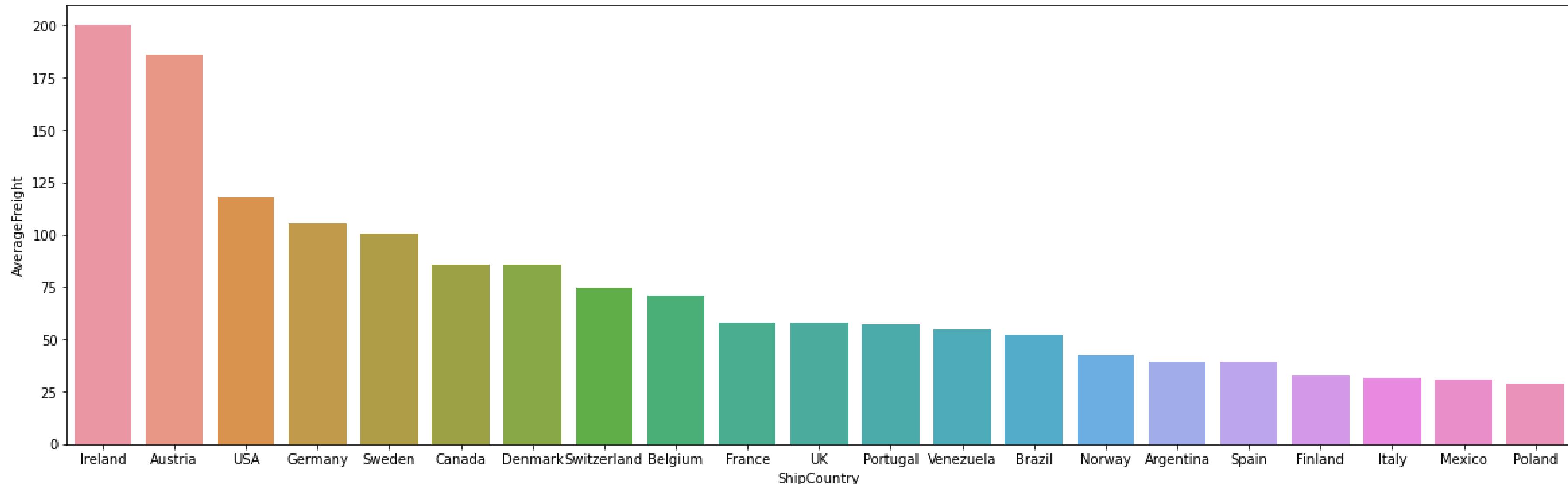
Problem 2

From previous graph about top products
for example: Wimmers gute
Semmelknödel, Chartreuse verte.
Schoggi Schokolade, Pâté chinois, etc
didn't showed up in this top high unit
price.



Problem 3

The biggest amount of average freight was shipped to Ireland.
Although the biggest sales is coming from Austria. And Austria get second rank for this graph. Followed with USA, Germany, and Sweden.



Conclusion & Recommendation

1

Biggest sales coming from Austria. Followed with Germany, USA, Ireland, and UK.

2

Product Price that sold from biggest sales did not come from high unit price.

3

Biggest number Amount of average freight is coming from Ireland not Austria.

4

This company should pay attention with the Austria.

For digital marketing team, since the price of the top product sales is not from top price, you can adjust the campaign strategy.

For logistic team, take a look at Austria average freight. Since Austria is top country make sure the supply chain is stable.