# Sales insight Project

## PURPOSE:

To unlock sales insight that are not visible before for sales team for decision support and automate them to reduce manual time spent in data gathering.

## STAKEHOLDERS:

* Sales Director
* Marketing Team
* Customer Service Team
* Data & Business Analytics Team
* IT

## END RESULT

An automated dashboard providing quick & latest Sales insights in order to support data driven decision making.

## SUCCESS CRITERIA

* Dashboard(s) uncovering sales order insight with latest data available.
* Sales team able to take better decision & prove 10% cost saving of total spend
* Sales analysts stop data gathering manually in order to save 20% of their business time and reinvest it values added activity.

## Data Analysis Using SQL

Show all customer records

SELECT \* FROM customers;

Show total number of customers

SELECT count(\*) FROM customers;

Show transactions for Chennai market (market code for chennai is Mark001

SELECT \* FROM transactions where market\_code='Mark001';

Show distrinct product codes that were sold in chennai

SELECT distinct product\_code FROM transactions where market\_code='Mark001';

Show transactions where currency is US dollars

SELECT \* from transactions where currency="USD"

Show transactions in 2020 join by date table

SELECT transactions.\*, date.\* FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020;

Show total revenue in year 2020,

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.currency="INR\r" or transactions.currency="USD\r";

Show total revenue in year 2020, January Month,

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and and date.month\_name="January" and (transactions.currency="INR\r" or transactions.currency="USD\r");

Show total revenue in year 2020 in Chennai

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.market\_code="Mark001";

## Data Analysis Using Power BI

Formula to create norm\_amount column

= Table.AddColumn(#"Filtered Rows", "norm\_amount", each if [currency] = "USD" or [currency] ="USD#(cr)" then [sales\_amount]\*75 else [sales\_amount], type any)

