

Top 5 customers with the most purchases

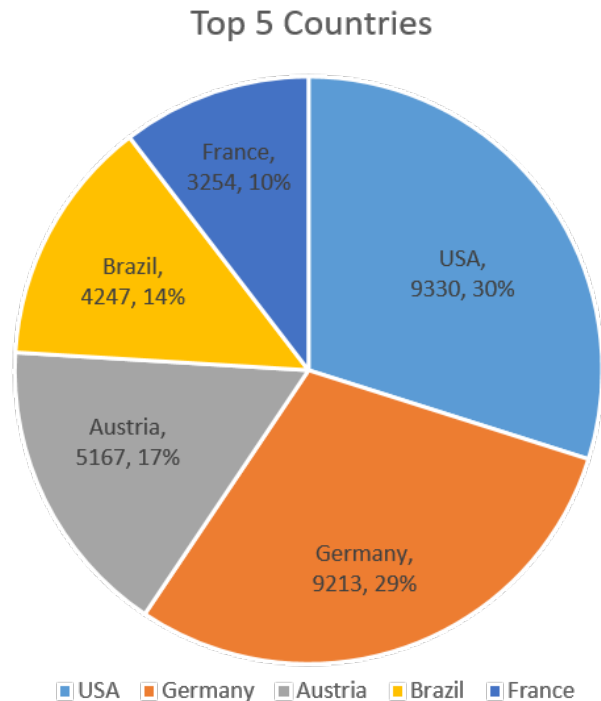


Based on the bar chart shown on the left, the top 3 customers are from Save-a-lot Markets with 4,958 purchases, followed by Ernst Handel with 4,543 purchases and QUICK-Stop with 3,961 purchases. They are considered VIP companies with more than 1K purchases.

SQL Query

```
SELECT *  
FROM (SELECT c.CompanyName, c.Country, SUM(od.Quantity) As  
QuantityPurchased FROM Customers c  
JOIN Orders o ON c.CustomerId = o.CustomerId  
JOIN OrderDetails od ON o.OrderId = od.OrderId  
GROUP BY c.CustomerId) t1  
ORDER BY QuantityPurchased DESC  
LIMIT 5
```

Top 5 countries with the most purchases

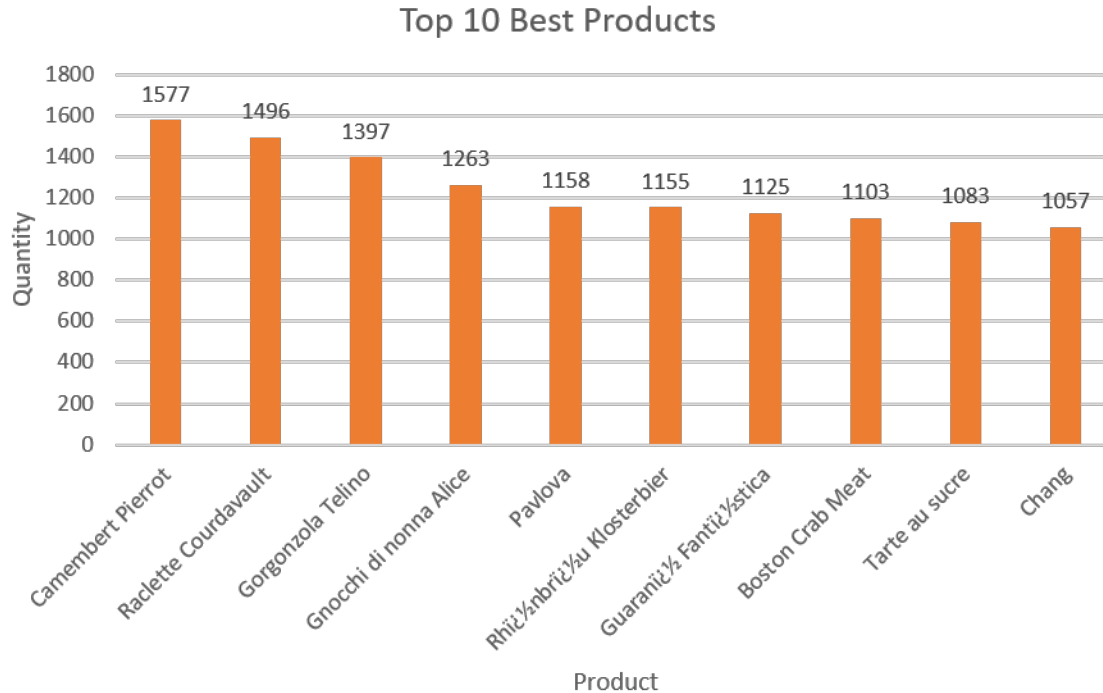


Based on the pie chart shown on the left, the top 5 countries that are accounted for the most orders are: USA (9,330), Germany (9,213), Austria (5,167), Brazil (4,247) & France (3,254). These are the countries to be targeted for more sales.

SQL Query

```
SELECT c.Country, SUM(od.Quantity) As QuantityPurchased
FROM Customers c
JOIN Orders o ON c.CustomerId = o.CustomerId
JOIN OrderDetails od ON o.OrderId = od.OrderId
GROUP BY c.Country
ORDER BY QuantityPurchased DESC
LIMIT 5
```

Top 10 best products



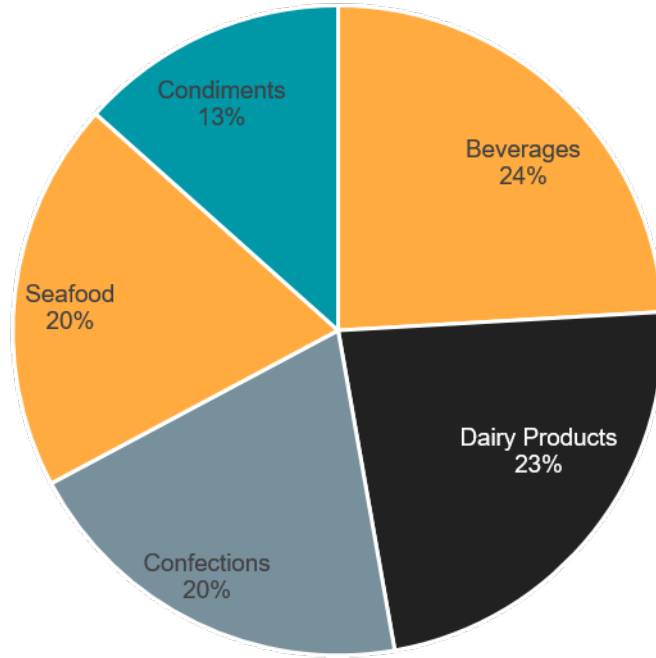
Based on the bar chart shown on the left, the top 3 popular products are Camembert Pierrot (1,577), Raclette Courdavault (1,496) & Gorgonzola Telino (1,397). These are the products that attracts customers.

SQL Query

```
SELECT ProductName, SUM(Quantity) AS TotalQuantity
FROM Customers c
JOIN Orders o ON c.CustomerID = o.CustomerID
JOIN OrderDetails od ON o.OrderID = od.OrderID
JOIN Products p ON od.ProductID = p.ProductID
JOIN Categories cat ON p.CategoryID = cat.CategoryID
GROUP BY p.ProductName
ORDER BY TotalQuantity DESC
LIMIT 10
```

Top 5 popular category

Top 5 popular category



■ Beverages ■ Dairy Products ■ Confections ■ Seafood ■ Condiments

Based on the pie chart shown on the left, the top 5 popular categories based on the orders are: Beverages (24%), Dairy Products (23%), Confections (20%), Seafood (20%), Condiments (13%). These are the popular categories that should be focus on for more sales.

SQL Query

```
SELECT CategoryName, SUM(Quantity) AS TotalQuantity
FROM Customers c
JOIN Orders o ON c.CustomerID = o.CustomerID
JOIN OrderDetails od ON o.OrderId = od.OrderId
JOIN Products p ON od.ProductId = p.ProductId
JOIN Categories cat ON p.CategoryID = cat.CategoryID
GROUP BY cat.CategoryName
ORDER BY TotalQuantity DESC
LIMIT 5
```