

## NORTH WINDES SALES ANALYSIS

- **RefID:** Reference ID for each entry.
- **OrderID:** ID of the order.
- **OrderDate:** Date when the order was placed.
- **ProductID:** ID of the product being ordered.
- **SellPrice:** Selling price of the product.
- **Quantity:** Quantity of the product ordered.
- **SaleDiscount:** Discount applied to the sale.
- **CustomerID:** ID of the customer placing the order.
- **EmployeeID:** ID of the employee responsible for the order.
- **RequiredDate:** Date by which the order is required.
- **ShippedDate:** Date when the order was shipped.
- **ShipVia:** Shipping method used.
- **ShipperName:** Name of the shipping company.
- **CompanyName:** Name of the customer's company.
- **ContactName:** Name of the contact person.
- **City:** City of the customer.
- **Country:** Country of the customer.
- **ProductName:** Name of the product.
- **SupplierID:** ID of the supplier providing the product.
- **SupplierName:** Name of the supplier.
- **CategoryID:** ID of the product category.
- **CategoryName:** Name of the product category.
- **QuantityPerUnit:** Quantity per unit of the product.
- **CostPrice:** Cost price of the product.
- **CostDiscount:** Discount applied to the cost.
- **UnitsInStock:** Number of units in stock.
- **UnitsOnOrder:** Number of units on order.
- **ReorderLevel:** Reorder level for the product.
- **Discontinued:** Indicates if the product is discontinued.
- **LastName:** Last name of the employee.
- **FirstName:** First name of the employee.
- **Title:** Title or position of the employee.

**1. Sales Performance Analysis:**

- The total revenue generated from the sales data?
- Product has the highest total sales revenue?
- Employee has contributed the most to total sales?

**2. Discount Analysis:**

- The average discount percentage applied to sales
- Is there a correlation between higher discounts and larger quantities ordered
- Discounts affect the overall profitability of sales

**3. Inventory Analysis:**

- The average and total quantity of products in stock and on order
- Are there products with low stock levels that need reordering
- The reorder level compare to the average quantity sold

**4. Shipping Analysis:**

- Shipping method (ShipVia) is the most commonly used
- Correlation between shipping method and order delivery times
- orders shipped on time (ShippedDate vs. RequiredDate)

**5. Employee Performance Analysis:**

- Employee has the highest number of sales
- Different employees compare in terms of average order value
- Employees consistently missing shipment deadlines

**6. Product Category Analysis:**

- Product category has the highest sales volume and revenue
- Correlations between product categories and discounts
- Different product categories contribute to overall profitability

**7. Customer Analysis:**

- The top customers in terms of total spending?
- Customers place orders, and what is the average order size
- The patterns in customer locations and preferred shipping methods

**8. Product Performance Analysis:**

- Products have the highest and lowest profit margins?
- Products that are consistently sold with high discounts
- Product costs and discounts impact overall profitability