

Exploratory Analysis on Parch & Posey Data

Presented By **Data Ninjas**

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Content

-
- 1** Overview
 - 2** Findings
 - 3** Summary of Insights
 - 4** Conclusion
-



Overview

Five datasets (orders, web-events, accounts, sales_rep and region) were provided and integrated into the PostgreSQL database.

These data are to be explored to provide insights on Parch & Posey's data.

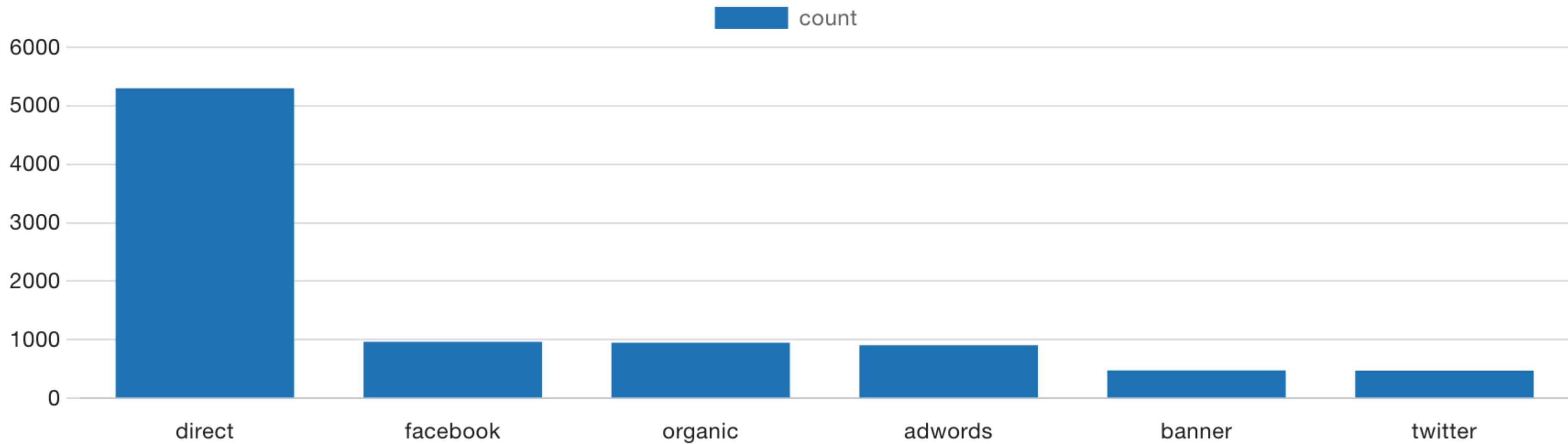


Findings

Customer Traffic Sources

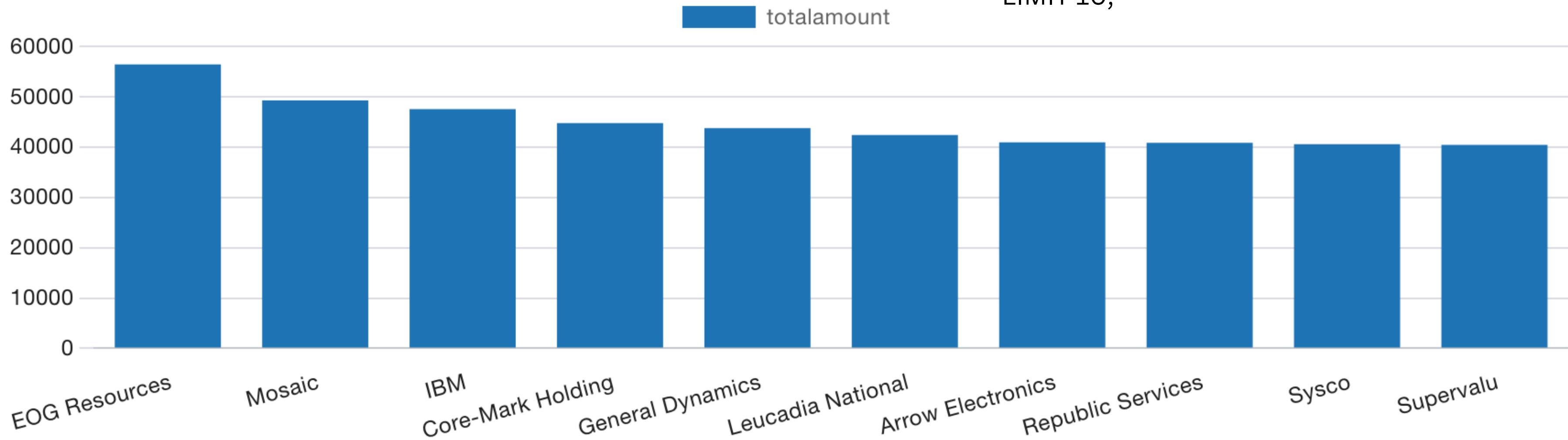
Query:

```
SELECT channel, COUNT(channel)  
FROM web_events  
GROUP BY channel  
ORDER BY 2 DESC;
```



Findings

Top Ten Customers Based on Sales



Query:

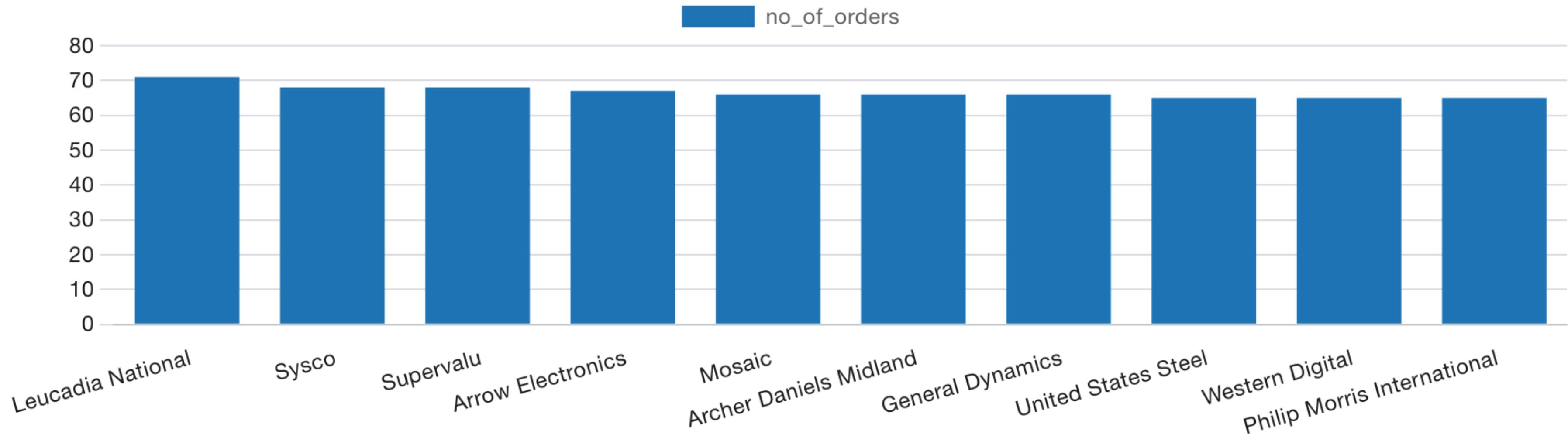
```
SELECT accounts.name, SUM(total) as totalAmount  
FROM accounts  
JOIN orders  
ON orders.account_id = accounts.id  
GROUP BY accounts.name  
ORDER BY totalAmount DESC  
LIMIT 10;
```

Findings

Top Ten Customers Based on Orders

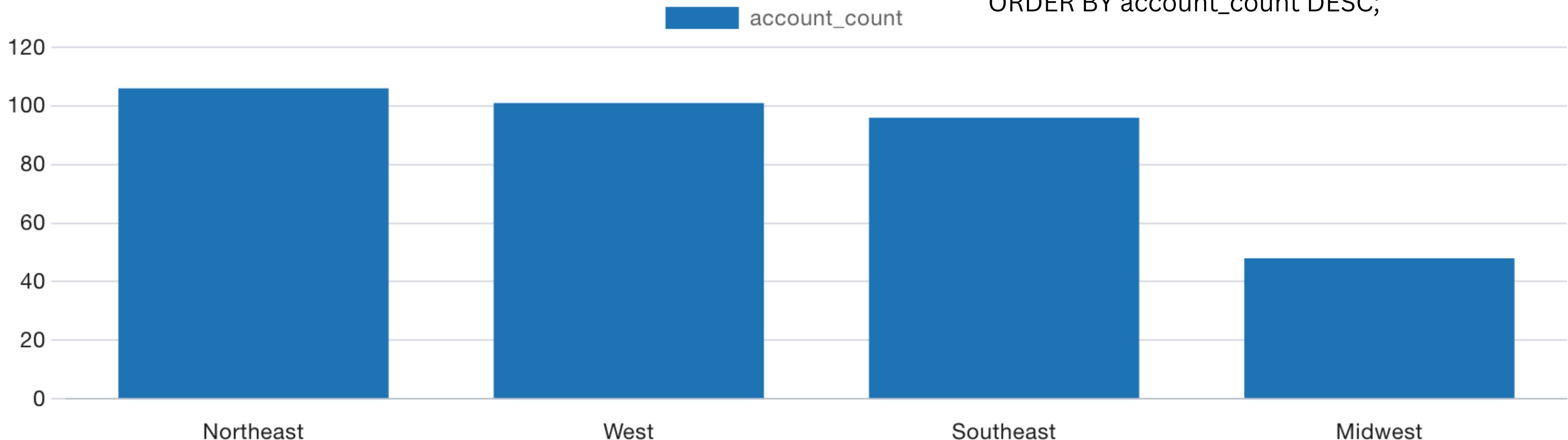
Query:

```
SELECT accounts.name, count(orders.id) as no_of_orders  
FROM accounts  
JOIN orders  
ON orders.account_id = accounts.id  
GROUP BY accounts.name  
ORDER BY no_of_orders DESC  
LIMIT 10;
```



Findings

Geographical Distribution of Posey Customers



Query:

```
SELECT COUNT(accounts.name) AS account_count,  
region.name AS region  
FROM accounts  
JOIN sales_reps  
ON sales_reps.id = accounts.sales_rep_id  
JOIN region  
ON region.id = sales_reps.region_id  
GROUP BY region  
ORDER BY account_count DESC;
```

Summary

Traffic Sources: Direct source has the highest traffic which may indicate a strong brand reputation, high referrals.

EOG Resources is Posey's customer with highest sales amount (over 50,000 USD) whilst Leucadia National is Posey's customer with the highest number of orders placed (about 70 orders).

Midwest region is the region with the lowest number of customers whilst Northeast region has the highest number of customers.