Group 10. Data Analysis Starter Project

Tableau Visualization link: <https://public.tableau.com/app/profile/florence.olusanjo/viz/florenceolusanjo/Dashboard1>

In the realm of Dataville, Danny the wise merchant revolutionized his paper goods business with PaperPal, an online platform. Through meticulous data analysis, he optimized sales channels, tailored offerings to regional preferences, and nurtured customer relationships. Tracking sales over time, analyzing top patrons, and monitoring sales reps' performance, he ensured steady growth. By understanding paper type preferences and order patterns, Danny honed inventory management and pricing strategies, propelling his business to legendary success. This story showcases the transformative impact of data-driven decision-making on business expansion and customer satisfaction.

1. **SALES BY WEB-CHANNEL**

SELECT r.name, sum(total\_amt\_usd) total\_sales

FROM orders o left join accounts a on o.account\_id = a.id left join sales\_reps s on s.id = a.sales\_rep\_id left join region r on r.id = s.region\_id

Group BY 1

ORDER BY 2 desc

1. **TOTAL SALES BY REGION**

SELECT r.name, sum(total\_amt\_usd) total\_sales

FROM orders o left join accounts a on o.account\_id = a.id left join sales\_reps s on s.id = a.sales\_rep\_id left join region r on r.id = s.region\_id

GROUP BY 1

ORDER BY 2 desc

1. **TOTAL SALES OVERTIME.1**

SELECT s.id, s.name, sum(total\_amt\_usd) total\_amt\_usd\_sold

FROM orders o left join accounts a on o.account\_id = a.id left join sales\_reps s on a.sales\_rep\_id = s.id

GROUP BY s.id, s.name

ORDER BY total\_amt\_usd\_sold desc

1. **TOP 10 COMPANIES BY PATRONAGE.**

SELECT distinct name, sum(total\_amt\_usd) total\_amt\_usd\_ordered

FROM accounts a left join orders o on a.id= o.account\_id group by distinct name

ORDER BY total\_amt\_usd\_ordered desc

LIMIT 10

1. **LEAST 10 COMPANIES BY PATRONAGE.**

SELECT distinct name, sum(total\_amt\_usd) total\_amt\_usd\_ordered

FROM accounts a left join orders o on a.id= o.account\_id group by distinct name

ORDER BY total\_amt\_usd\_ordered asc

LIMIT 10

1. **SALES MADE BY EACH SALES REP**

SELECT s.id, s.name, sum(total\_amt\_usd) total\_amt\_usd\_sold

FROM orders o left join accounts a on o.account\_id = a.id left join sales\_reps s on a.sales\_rep\_id = s.id

GROUP BY s.id, s.name

ORDER BY total\_amt\_usd\_sold desc;

1. **PAPERTYPES ORDERED BY TOP 10 COMPANIES.**

SELECT distinct name, sum(standard\_amt\_usd) standard, sum(gloss\_amt\_usd) gloss, su-m(poster\_amt\_usd) poster, sum(total\_amt\_usd) total\_amt\_usd\_ordered

FROM accounts a left join orders o on a.id= o.account\_id group by distinct name

ORDER BY total\_amt\_usd\_ordered desc

LIMIT 10

1. **TOTAL ORDERS MADE BY EACH COMPANY**

SELECT s.id, s.name, sum(total\_amt\_usd) total\_amt\_usd\_sold

FROM orders o left join accounts a on o.account\_id = a.id left join sales\_reps s on a.sales\_rep\_id = s.id

GROUP BY s.id, s.name

ORDER BY total\_amt\_usd\_sold desc;

1. **TOTAL QTY AND TOTAL SALES(usd) BY EACH PAPERTYPE**

SELECT sum(standard\_amt\_usd) standard\_amt, sum(gloss\_amt\_usd) gloss\_amt, sum(poster\_amt\_usd) poster\_amt, sum(standard\_qty) s\_qty, sum(gloss\_qty) G\_qty, sum(poster\_qty) P\_qty

FROM orders;

1. **SALES MADE BY THE REGION OVERTIME**

SELECT r.name, date\_part('year', occurred\_at) diff\_years, sum(total\_amt\_usd) total\_sales

FROM orders o left join accounts a on o.account\_id = a.id left join sales\_reps s on s.id = a.sales\_rep\_id left join region r on r.id = s.region\_id

GROUP BY 1, 2

ORDER BY 3 desc

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