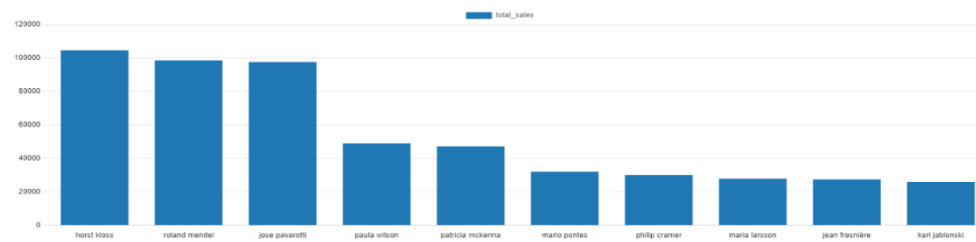# Overview of the NorthWind Database *by James Ehiabhi*

Question 1 - Showing the Total sales per customer.
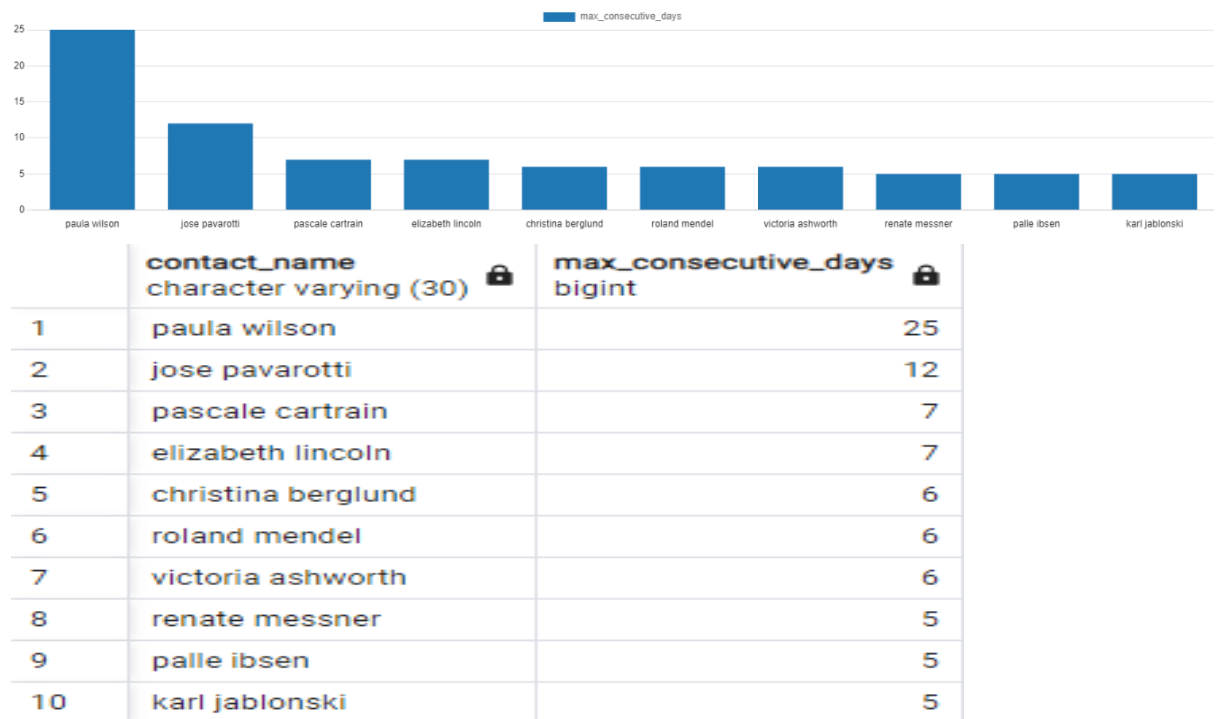

	contact_name character varying (30) 🔒	total_sales real 🔒	ranking bigint 🔒
1	horst kloss	104671.7	1
2	roland mendel	98669.59	2
3	jose pavarotti	97678.24	3
4	paula wilson	48963.598	4
5	patricia mckenna	47224.66	5
6	mario pontes	32116.6	6
7	philip cramer	30094.705	7
8	maria larsson	27889.488	8
9	jean fresnière	27477.965	9
10	karl jablonski	26010.543	10

Question 2 - Showing the total_sales per product.
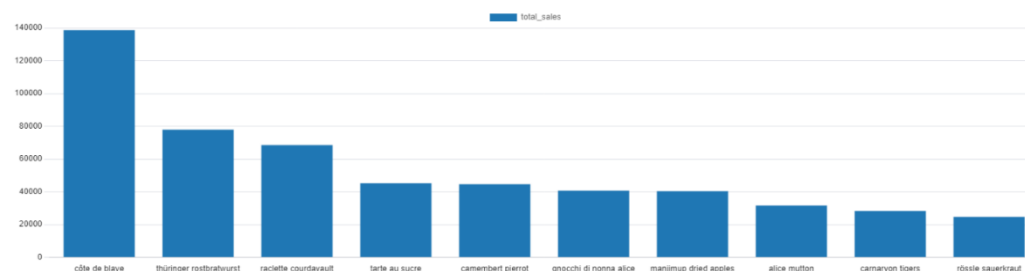
	product_name character varying (40) 🔒	total_sales real 🔒	ranking bigint 🔒
1	côte de blaye	138721.77	1
2	thüringer rostbratwurst	77961.86	2
3	raclette courdavault	68578.94	3
4	tarte au sucre	45225.086	4
5	camembert pierrot	44676.367	5
6	gnocchi di nonna alice	40697.8	6
7	manjimup dried apples	40391.46	7
8	alice mutton	31624.15	8
9	carnarvon tigers	28375.027	9
10	rössle sauerkraut	24716.479	10

Question 3 - Showing the max_consecutive_days for the customer

	contact_name character varying (30) 🔒	max_consecutive_days bigint 🔒
1	paula wilson	25
2	jose pavarotti	12
3	pascale cartrain	7
4	elizabeth lincoln	7
5	christina berglund	6
6	roland mendel	6
7	victoria ashworth	6
8	renate messner	5
9	palle ibsen	5
10	karl jablonski	5

Question 4 - Showing the top city with sales

	ship_city character varying (15) 🔒	total_sales real 🔒	ranking bigint 🔒
1	Cunewalde	104671.7	1
2	Graz	98669.59	2
3	Boise	97678.24	3
4	Rio de Janeiro	50271.71	4
5	Albuquerque	48963.598	5
6	Cork	47224.66	6
7	Sao Paulo	37808.63	7
8	London	37315.695	8
9	Brandenburg	30094.705	9
10	Bräcke	27889.488	10
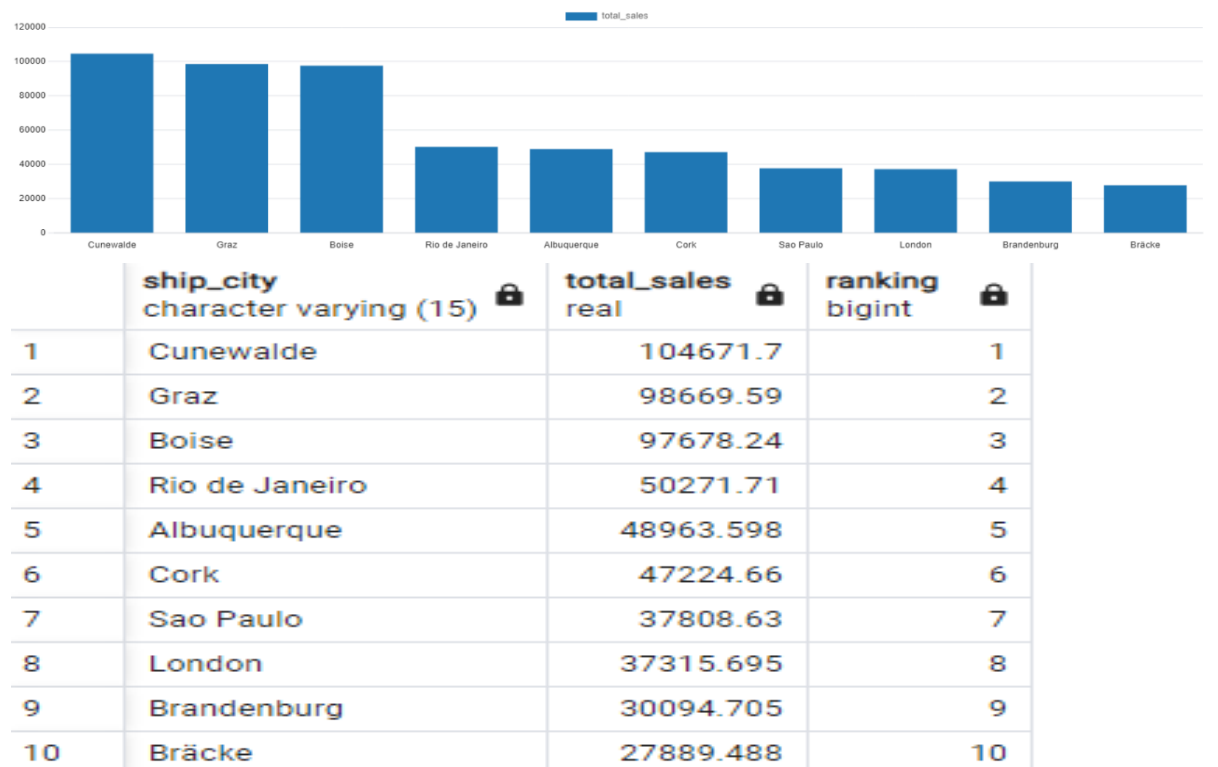
Question 5 - Showing the top country with sales

	ship_country character varying (15) 🔒	total_sales real 🔒	ranking bigint 🔒
1	USA	231813.34	21
2	Germany	219001.39	20
3	Austria	120612.375	19
4	Brazil	102045.625	18
5	France	77120.55	17
6	UK	56017.05	16
7	Venezuela	54075.434	15
8	Sweden	51257.535	14
9	Canada	47998.207	13
10	Ireland	47224.66	12
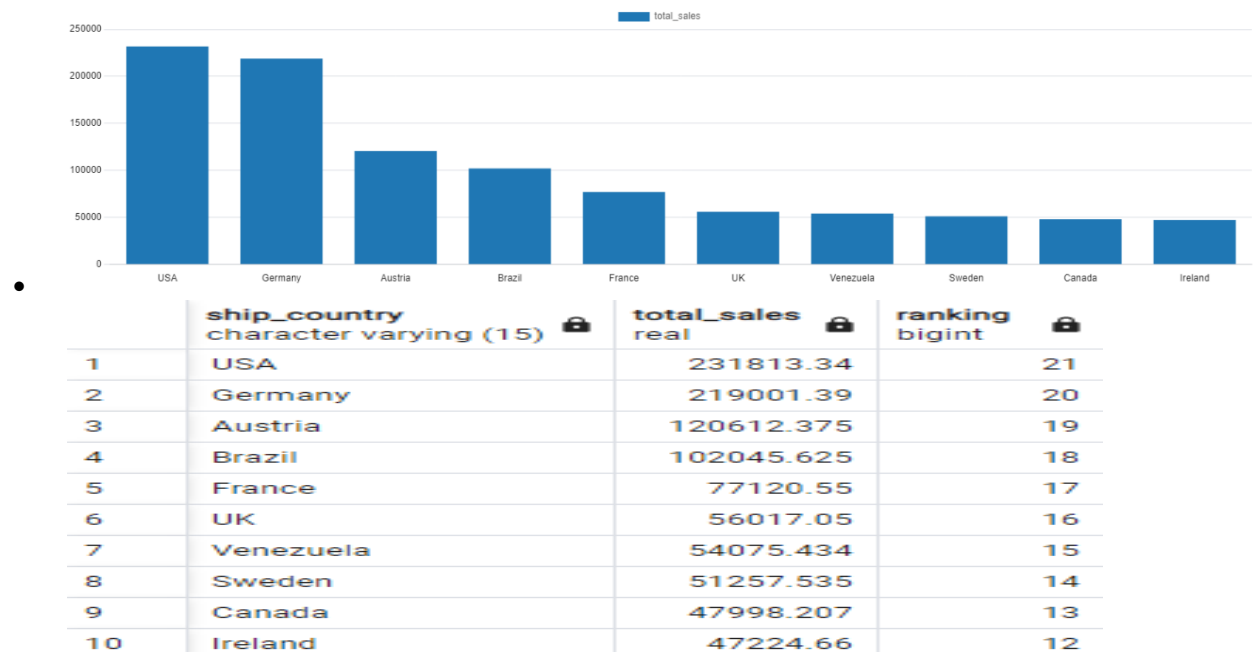
Question 6 - Showing the price deviation

	product_name character varying (40) 🔒	unit_price real 🔒	change_date date 🔒
1	alice mutton	31.2	1996-07-25
2	alice mutton	39	1997-05-01
3	aniseed syrup	8	1996-08-26
4	aniseed syrup	10	1997-05-19
5	boston crab meat	14.7	1996-07-29
6	boston crab meat	18.4	1997-04-07
7	camembert pierrot	27.2	1996-07-09
8	camembert pierrot	34	1997-04-21
9	carnarvon tigers	50	1996-08-29
10	carnarvon tigers	62.5	1997-04-24
11	chai	14.4	1996-08-20
12	chai	18	1997-04-30
13	chang	15.2	1996-07-12
14	chang	19	1997-04-11
15	chartreuse verte	14.4	1996-07-10
16	chartreuse verte	18	1997-04-16
17	chef anton's cajun seasoning	17.6	1996-09-19
18	chef anton's cajun seasoning	22	1997-04-18
19	chef anton's gumbo mix	17	1996-07-17
20	chef anton's gumbo mix	21.35	1997-08-18

Question 7 - Showing the top categories with sales
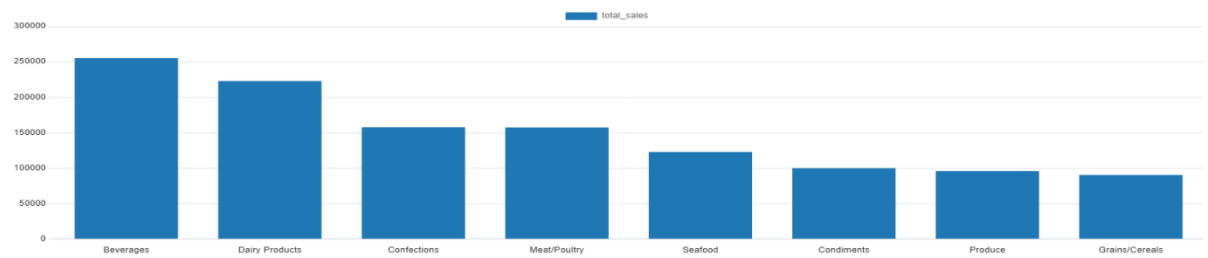
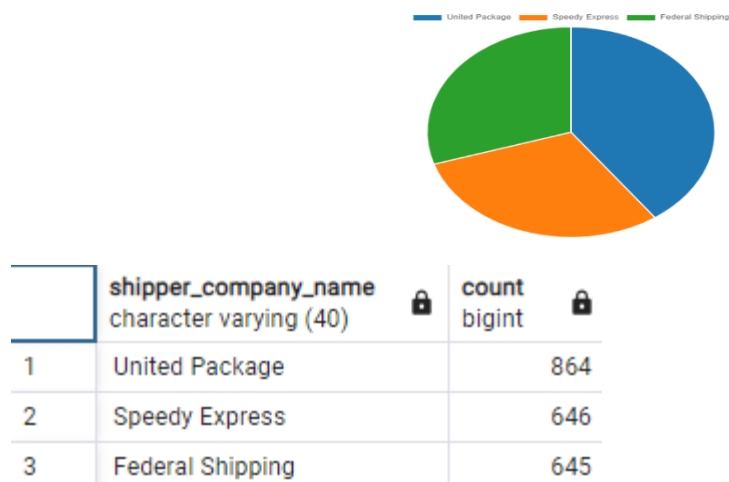|	category_name character varying (15)	total_sales real	ranking bigint
1	Beverages	255225.11	1
2	Dairy Products	222593.05	2
3	Confections	157385.75	3
4	Meat/Poultry	157107.28	4
5	Seafood	122563.12	5
6	Condiments	99847.3	6
7	Produce	95902.54	7
8	Grains/Cereals	90226.13	8

Question 8 - Recency, Frequency, Monetary Value (RFM) and customers Segmentation.

	contact_name character varying (30)	r_score integer	f_score integer	m_score integer	cust_segment text
1	alejandra camino	3	4	5	loyal customers
2	henriette pfalzheim	3	2	2	customers needing attention
3	matti karttunen	3	3	4	potential loyalists
4	maurizio moroni	1	3	3	at risk
5	liz nixon	4	5	4	champions
6	howard snyder	1	3	2	at risk
7	mary saveley	5	2	3	potential loyalists
8	karl jablonski	1	1	1	lost
9	yang wang	2	3	2	customers needing attention
10	francisco chang	5	5	5	champions
11	josé pedro freyre	2	2	3	customers needing attention
12	annette roulet	2	2	3	customers needing attention
13	manuel pereira	5	5	5	champions
14	ana trujillo	4	4	5	potential loyalists
15	pirkko koskitalo	3	1	2	promising
16	andré fonseca	2	3	3	customers needing attention
17	jaime yorres	5	5	4	champions
18	art braunschweiger	4	3	2	potential loyalists
19	yoshi latimer	5	5	4	champions
20	thomas hardy	3	2	2	customers needing attention

Question 9 - Showing the top city and country customers by sales

	cust_country character varying (15)	cust_city character varying (15)	total_sales real	ranking bigint
1	germany	cunewalde	104671.7	1
2	austria	graz	98669.59	2
3	usa	boise	97678.24	3
4	brazil	rio de janeiro	50271.71	4
5	uk	london	50234.402	5
6	usa	albuquerque	48963.598	6
7	ireland	cork	47224.66	7
8	brazil	sao paulo	37808.63	8
9	germany	brandenburg	30094.705	9
10	sweden	bräcke	27889.488	10
11	canada	montréal	27477.965	11
12	usa	seattle	26010.543	12
13	germany	münchen	25253.12	13
14	sweden	luleå	23368.064	14
15	belgium	charleroi	23267.549	15
16	mexico	méxico d.f.	22459.295	16
17	austria	salzburg	21942.75	17
18	venezuela	san cristóbal	21509.605	18
19	france	marseille	20605.383	19
20	canada	tsawassen	20007.65	20

Question 10 - Showing the top shipper

	shipper_company_name character varying (40)	count bigint
1	United Package	864
2	Speedy Express	646
3	Federal Shipping	645

Question 11 - Showing the top supplier
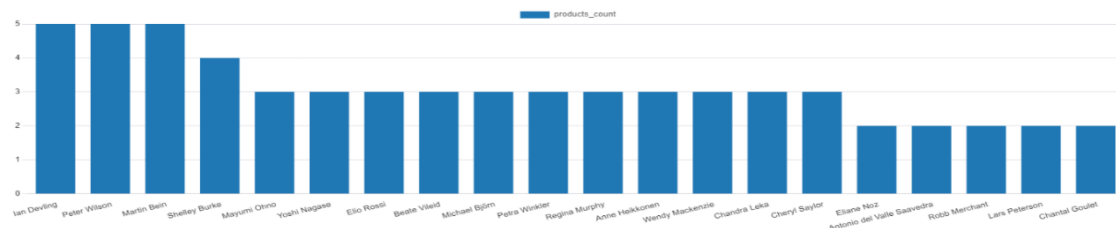
	supplier_name character varying (40)	products_count bigint	ranking bigint
1	Ian Devling	5	1
2	Peter Wilson	5	1
3	Martin Bein	5	1
4	Shelley Burke	4	2
5	Mayumi Ohno	3	3
6	Yoshi Nagase	3	3
7	Elio Rossi	3	3
8	Beate Vileid	3	3
9	Michael Björn	3	3
10	Petra Winkler	3	3
11	Regina Murphy	3	3
12	Anne Heikkonen	3	3
13	Wendy Mackenzie	3	3
14	Chandra Leka	3	3
15	Cheryl Saylor	3	3
16	Eliane Noz	2	4
17	Antonio del Valle Saavedra	2	4
18	Robb Merchant	2	4
19	Lars Peterson	2	4
20	Chantal Goulet	2	4

Question 12 - Showing the countries of top 50 percentage sharing in sales
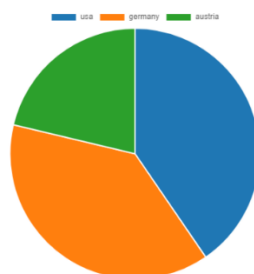
	customer_country character varying (15)	sales real	percentage numeric	cumulative_sum numeric
1	usa	231813.34	0.19	0.19
2	germany	219001.39	0.18	0.37
3	austria	120612.375	0.10	0.47

Question 13 - Showing the customers of top 50 percentage sharing in sales
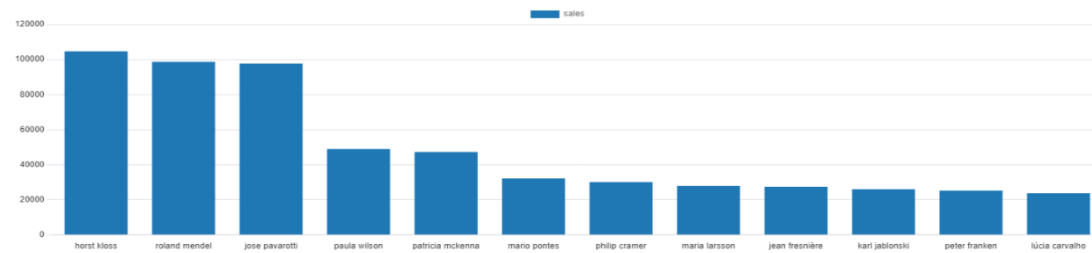
	customer_name character varying (30) 🔒	sales real 🔒	percentage numeric 🔒	cumulative_sum numeric 🔒
1	horst kloss	104671.7	0.09	0.09
2	roland mendel	98669.59	0.08	0.17
3	jose pavarotti	97678.24	0.08	0.25
4	paula wilson	48963.598	0.04	0.29
5	patricia mckenna	47224.66	0.04	0.33
6	mario pontes	32116.6	0.03	0.36
7	philip cramer	30094.705	0.03	0.39
8	maria larsson	27889.488	0.02	0.41
9	jean fresnière	27477.965	0.02	0.43
10	karl jablonski	26010.543	0.02	0.45
11	peter franken	25253.12	0.02	0.47
12	lúcia carvalho	23734.795	0.02	0.49

Question 14 - Showing the employees of top 50 percentage sharing in sales
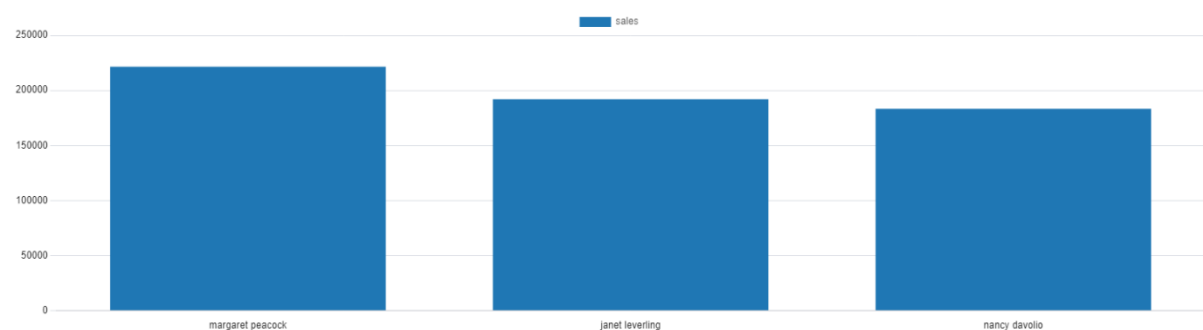
	employee_name character varying (50) 🔒	sales real 🔒	percentage numeric 🔒	cumulative_sum numeric 🔒
1	margaret peacock	221544.7	0.18	0.18
2	janet leverling	191928.06	0.16	0.34
3	nancy davolio	183270.92	0.15	0.49

Question 15 - Showing the sales of employees
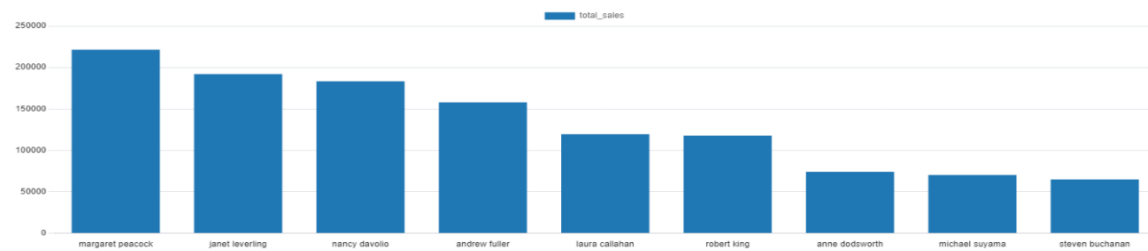
	emp_name 🔒 character varying (50)	total_sales 🔒 real
1	margaret peacock	221544.7
2	janet leverling	191928.06
3	nancy davolio	183270.92
4	andrew fuller	157841.28
5	laura callahan	119374.41
6	robert king	117902.83
7	anne dodsworth	73981.81
8	michael suyama	70132.66
9	steven buchanan	64873.566

Question 16 - Showing the count_of_employees_under_supervision_manager

|	manager_id 🔒 smallint	emp_name 🔒 character varying (50)	num_of_employees 🔒 bigint
1	2	andrew fuller	5
2	5	steven buchanan	3

Question 17 - Showing the trend analysis by months sales
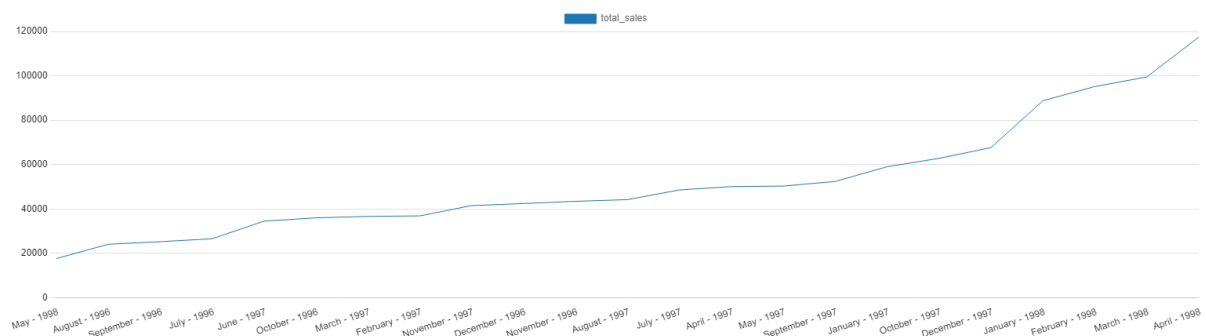
	month_of_year 🔒 text	total_sales 🔒 real
1	May - 1998	17648.543
2	August - 1996	24088.11
3	September - 1996	25257.924
4	July - 1996	26573.709
5	June - 1997	34510.145
6	October - 1996	35995.13
7	March - 1997	36658.414
8	February - 1997	36882.18
9	November - 1997	41524.973
10	December - 1996	42441.035
11	November - 1996	43448.19
12	August - 1997	44209.39
13	July - 1997	48562.125
14	April - 1997	50093.867
15	May - 1997	50319.902
16	September - 1997	52392.2
17	January - 1997	59019.09
18	October - 1997	62803.684
19	December - 1997	67640.484
20	January - 1998	88758.67

Question 18 - Showing the quarter sales
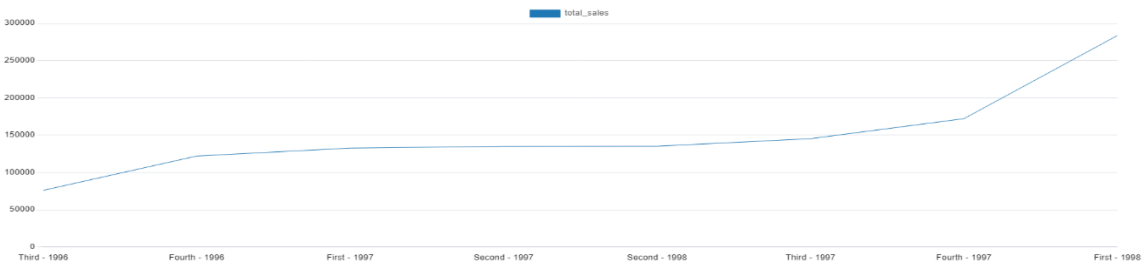
	quarter_of_year 🔒 text	total_sales 🔒 real
1	Third - 1996	75919.71
2	Fourth - 1996	121884.34
3	First - 1997	132559.67
4	Second - 1997	134923.86
5	Second - 1998	135053.62
6	Third - 1997	145163.6
7	Fourth - 1997	171969.1
8	First - 1998	283376.2

Question 19 - Showing the days sales

	day_of_week character varying (9)	total_sales real
1	Thursday	224699.02
2	Wednesday	232616.47
3	Tuesday	244690.92
4	Monday	244893.11
5	Friday	253950.86

Question 20 - Showing the top 20 dates by sales

	date_of_day date	total_sales real
1	1998-04-17	25394.947
2	1998-01-06	18373.445
3	1998-03-27	16926.72
4	1998-02-02	16729.209
5	1998-02-18	14277.95
6	1998-02-16	12479.86
7	1997-01-16	11815.39
8	1998-04-01	11380.687
9	1997-05-19	11061.93
10	1998-02-19	10949.75
11	1997-10-03	10171.73
12	1997-01-23	9819.45
13	1997-03-19	9786.65
14	1997-04-23	9716.831
15	1997-04-22	9669.85
16	1997-08-15	9530.8125
17	1998-04-14	9370.06
18	1996-11-22	9121.569
19	1998-02-26	8837.03
20	1996-12-04	8320.12