

1. Which customer has produced the most total revenue?
 - a. Aldous Huxley has produced the most total revenue as a customer.
 - b. `select customername, sum(salesprice*quantity) as total_rev from dim_customer dc, fact_productsales fp where dc.customerid = fp.customerid group by dc.customerid order by total_rev desc limit 1;`

customername	total_rev
Aldous Huxley	22846.50

1 row in set (0.01 sec)

2. Which sales person has produced the most total revenue for this organization?
 - a. Julian Brand has produced the most total revenue as a sales person.
 - b. `select salespersonname, sum(salesprice*quantity) as total_rev from fact_productsales fp, dim_salesperson ds where ds.salespersonid = fp.salespersonid group by ds.salespersonid order by total_rev desc limit 1;`

salespersonname	total_rev
Julian Brand	21164.50

1 row in set (0.00 sec)

3. What is the total revenue by store for each year represented in the data warehouse?
 - a. The results for each store grouped by year can be seen in the screenshot below.
 - b. `select storename, sum(salesprice*quantity) as total_rev, year from fact_productsales fp, dim_store ds, dim_date dd where fp.storeid = ds.storeid and fp.salesdatekey = dd.datekey group by year, fp.storeid;`

storename	total_rev	year
ValueMart Boulder	5975.50	2010
ValueMart Boulder	7336.00	2011
ValueMart Boulder	7286.00	2012
ValueMart Boulder	2275.00	2013
ValueMart Boulder	6519.00	2016
ValueMart Boulder	4608.00	2015
ValueMart Boulder	3746.00	2017
ValueMart Lyons	1231.00	2010
ValueMart Lyons	2168.00	2011
ValueMart Lyons	1898.00	2012
ValueMart Lyons	361.00	2013
ValueMart Lyons	2339.00	2016
ValueMart Lyons	1062.00	2015
ValueMart Lyons	437.50	2017
ValueMart Berthoud	1123.00	2010
ValueMart Berthoud	1737.50	2011
ValueMart Berthoud	1565.50	2012
ValueMart Berthoud	342.00	2013
ValueMart Berthoud	1711.00	2016
ValueMart Berthoud	1112.50	2015
ValueMart Berthoud	783.50	2017

21 rows in set (0.00 sec)

4. Which store had the highest sales dollar volume in September 2011?
- ValueMart Boulder had the highest sales dollar volume in September 2011.
 - `select storename, sum(salesprice*quantity) as sdv from fact_productsales fp, dim_store ds, dim_date dd where fp.storeid = ds.storeid and fp.salesdatekey = dd.datekey and year = '2011' and monthname = 'September' group by storename order by sdv desc limit 1;`

storename	sdv
ValueMart Boulder	1439.00

1 row in set (0.00 sec)

5. Describe the trend in total revenue for the Boulder store for each quarter in 2016.
- In 2016, the Boulder store saw a dip in revenue from quarter 1 to quarter 2 but a rise of almost two-fold from quarter 2 to quarter 3. From quarter 3 to quarter 4, the store saw a dip back to a little under the revenue from quarter 1.
 - `select storename, sum(salesprice*quantity) as sdv, quarter from fact_productsales fp, dim_store ds, dim_date dd where fp.storeid = ds.storeid and fp.salesdatekey = dd.datekey and year = '2016' and storename like '%Boulder%' group by storename, quarter order by quarter;`

storename	sdv	quarter
ValueMart Boulder	1622.50	1
ValueMart Boulder	1144.50	2
ValueMart Boulder	2259.50	3
ValueMart Boulder	1492.50	4

4 rows in set (0.01 sec)