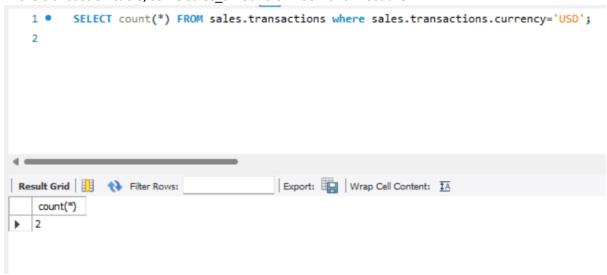
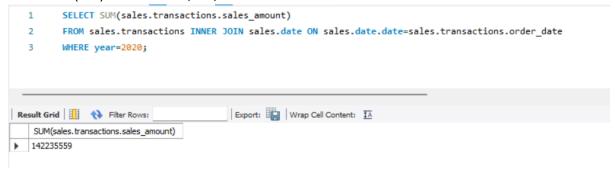
SALES ANALYSIS FOR ATLIQ HARDWARE

<u>INITIAL SQL EXPLORATORY DATA ANALYSIS</u>: WHAT DO THE SALES LOOK LIKE IN 2020? HAVE WE DONE BETTER OR WORSE IN 2020? HOW HAVE WE PERFORMED IN DIFFERENT MARKETS?

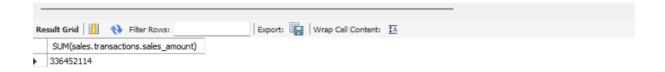
1. In the transaction table, some sales_amount is in USD and most are in INR.



2. Total sales (INR) in 2020 = 142,235,559 INR



- 3. Total sales (INR) in 2019 = 336,452,114 INR
 - 1 SELECT SUM(sales.transactions.sales_amount)
 - 2 FROM sales.transactions INNER JOIN sales.date ON sales.date.date=sales.transactions.order_date
 - 3 WHERE year=2019;

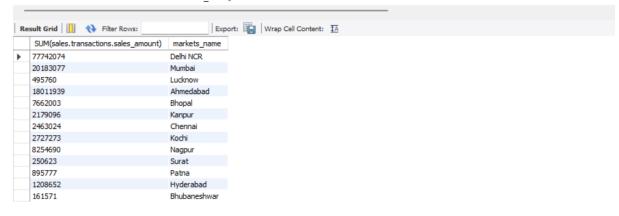


The sales decreased by 57% from 2019 to 2020.

What is going on in 2020?

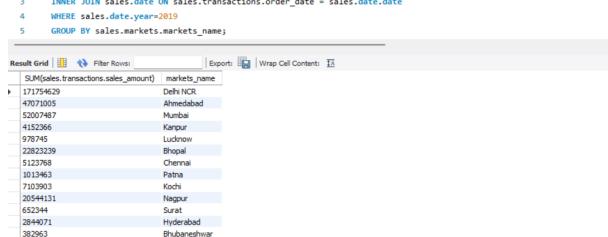
4. Total sales by markets in 2020

- SELECT SUM(sales.transactions.sales_amount), sales.markets.markets_name
- FROM sales.transactions INNER JOIN sales.markets ON sales.transactions.market_code = sales.markets.markets_code
- INNER JOIN sales.date ON sales.transactions.order_date = sales.date.date
- WHERE sales.date.year=2020
- GROUP BY sales.markets.markets_name;



5. Total sales by markets in 2019

- 1 SELECT SUM(sales.transactions.sales_amount), sales.markets_markets_name
- 2 FROM sales.transactions INNER JOIN sales.markets ON sales.transactions.market_code = sales.markets.markets_code
- INNER JOIN sales.date ON sales.transactions.order_date = sales.date.date



6. Revenue differences (Revenue 2020 – Revenue 2019, if negative then decrease, if positive then increase)

```
■ WITH sales_2020 AS (SELECT SUM(sales.transactions.sales_amount) as revenue_2020, sales.markets.markets_name

FROM sales.transactions INNER JOIN sales.markets ON sales.transactions.market_code = sales.markets.markets_code

INNER JOIN sales.date ON sales.transactions.order_date = sales.date.date

WHERE sales.date.year=2020

GROUP BY sales.markets.markets_name),

⇒ sales_2019 AS (SELECT SUM(sales.transactions.sales_amount) as revenue_2019, sales.markets.markets_name

FROM sales.transactions INNER JOIN sales.markets ON sales.transactions.market_code = sales.markets.markets_code

INNER JOIN sales.date ON sales.transactions.order_date = sales.date.date

WHERE sales.date.year=2019

GROUP BY sales.markets.markets_name)

SELECT sales_2019.markets_name, sales_2020.revenue_2020-sales_2019.revenue_2019 AS revenue_difference

FROM sales_2020 INNER JOIN sales_2019 on

sales_2019.markets_name=sales_2020.markets_name

ORDER BY revenue difference DESC
```

markets_name	revenue_difference
Patna	-117686
Bhubaneshwar	-221392
Surat	-401721
Lucknow	-482985
Hyderabad	-1635419
Kanpur	-1973270
Chennai	-2660744
Kochi	-4376630
Nagpur	-12289441
Bhopal	-15161236
Ahmedabad	-29059066
Mumbai	-31824410
Delhi NCR	-94012555

All markets saw a decrease in sales from 2019 to 2020, with **Delhi NCR having the largest decrease**.