

SALES ANALYSIS FOR ATLIQ HARDWARE

INITIAL SQL EXPLORATORY DATA ANALYSIS: 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.

```
1 • SELECT count(*) FROM sales.transactions where sales.transactions.currency='USD';
2
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

count(*)
2

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

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

SUM(sales.transactions.sales_amount)
142235559

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;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

SUM(sales.transactions.sales_amount)
336452114

The sales decreased by **57%** from 2019 to 2020.

What is going on in 2020?

4. Total sales by markets in 2020

```
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
3  INNER JOIN sales.date ON sales.transactions.order_date = sales.date.date
4  WHERE sales.date.year=2020
5  GROUP BY sales.markets.markets_name;
```

SUM(sales.transactions.sales_amount)	markets_name
77742074	Delhi NCR
20183077	Mumbai
495760	Lucknow
18011939	Ahmedabad
7662003	Bhopal
2179096	Kanpur
2463024	Chennai
2727273	Kochi
8254690	Nagpur
250623	Surat
895777	Patna
1208652	Hyderabad
161571	Bhubaneshwar

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
3  INNER JOIN sales.date ON sales.transactions.order_date = sales.date.date
4  WHERE sales.date.year=2019
5  GROUP BY sales.markets.markets_name;
```

SUM(sales.transactions.sales_amount)	markets_name
171754629	Delhi NCR
47071005	Ahmedabad
52007487	Mumbai
4152366	Kanpur
978745	Lucknow
22823239	Bhopal
5123768	Chennai
1013463	Patna
7103903	Kochi
20544131	Nagpur
652344	Surat
2844071	Hyderabad
382963	Bhubaneshwar

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
Bhubaneswar	-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.**