Data Analysis

1. Customer\_info and sales\_transactions can be joined through customer\_code
2. Markets\_info and sales\_transactions can be joined through Markets\_code in Markets\_info and market\_code in sales\_transactions
3. Products\_info and sales\_transactions can be joined through product\_code
4. Customers\_info,date\_referenced,market\_info,products\_info has only Dimensions
5. Sales\_transactions is the sheet which has measures
6. There is 38 Customers who comes into two types Brick & Mortar and E-Commerce
7. It is a report from June 2017 to June 2020 (1126 records)
8. It is from 15 different market in India , one in USA and 1 in France
9. Market in India falls into 3 different zone south, central and north
10. There is 279 product from two different product type which is own brand and distribution
11. There is a total sales quantity of 2,429,282 for the sum of 984,813,463
12. Profit margin of the total sales is 24657068.41 which has the avg of 166.1583504
13. Profit margin percentage is 3627.91
14. We can find Marketwise, product wise and customerwise revenue
15. We can find Marketwise, product wise and customerwise sales quantity
16. Marketwise profit
17. Zonewise profit
18. Top N products and customer
19. Year and monthwise sales
20. Year and month wise profit