

# BUSINESS QUESTIONS AND INSIGHTS

1. What is the total number of product categories in the supply chain company's dataset?

51

2. Identify the total number of customers who belong to New York.

194

3. In how many countries Company have its presence?

164

4. Identify the top 5 countries with the highest customer base.

Country	Total_Customers
Alemania	3187
Australia	3586
México	3706
Francia	4244
Estados Unidos	6102

5. How many customers are in each segment?

Customer_segment	Total_Customers
Consumer	10692
Corporate	6234
Home Office	3715

6. How many Categories are in each Department?

Department_Name	Number_of_categories
Outdoors	12
Fitness	7
Apparel	7
Footwear	6
Fan Shop	6
Discs Shop	4
Technology	3
Golf	3
Pet Shop	1
Health and Beauty	1
Book Shop	1

**7. Which Countries have more than Average sales?**

**163-** Indicates significant outliers in Data

**8. Identify the top 5 customers with the highest number of orders.**

Customer_Id	Total_Orders
5654	15
12431	14
12284	14
5283	14
10591	14

**9. Rank the departments based on their total order volume?**

Department_Name	Total_Orders	RNK
Fan Shop	66861	1
Apparel	48990	2
Golf	33220	3
Footwear	14525	4
Outdoors	9686	5
Fitness	2479	6
Discs Shop	2025	7
Technology	1463	8
Pet Shop	492	9
Book Shop	405	10
Health and Beauty	362	11

**10. Identify Top 5 products in terms of Sales.**

Product_Name	Total_Sales	Rnk
Field & Stream Sportsman 16 Gun Fire Safe	6929654	1
Perfect Fitness Perfect Rip Deck	4421143	2
Diamondback Women's Serene Classic Comfort Bi	4118426	3
Nike Men's Free 5.0+ Running Shoe	3667633	4
Nike Men's Dri-FIT Victory Golf Polo	3147800	5

11. Identify departments with less than Average Net profit and create a view.

Department_Name	Total_Net_Profit
Fitness	392003
Book Shop	12479
Discs Shop	225813
Technology	1026387
Outdoors	1237368
Health and Beauty	105444
Pet Shop	41209

12. Show the shipping\_modes and their count of eaerly and late delivery instances by using Temporary tables.

Shipping_Mode	early_delivery	late_delivered
Standard Class	42849	43363
First Class	27812	0
Same Day	4657	0
Second Class	28077	0

13. How does the total product price vary between each department, and what is the sequential price difference from one department to the next?

Department_Name	Total_Price	next_product_price	price_difference
Fan Shop	1590.44	2934.63	-1344.19
Fitness	2934.63	31.08	2903.55
Book Shop	31.08	1794.30	-1763.22
Apparel	1794.30	476.07	1318.23
Discs Shop	476.07	2204.92	-1728.85
Technology	2204.92	5912.03	-3707.11
Outdoors	5912.03	293.04	5618.99
Health and Beauty	293.04	84.40	208.64
Pet Shop	84.40	3830.85	-3746.45
Footwear	3830.85	484.97	3345.88
Golf	484.97	0.00	484.97

**14. Calculate the discount difference of previous product.**

Product_Name	discount_difference
O'Brien Men's Neoprene Life Vest	-0.019
Pelican Maverick 100X Kayak	0.401
Pelican Sunstream 100 Kayak	-0.383
Nike Men's Comfort 2 Slide	0.058
Stiga Master Series ST3100 Competition Indoor	-1.707
Nike Women's Legend V-Neck T-Shirt	1.395
Sports Books	0.316
Baby sweater	0.2
CDs of rock	-0.282
Web Camera	0.011
Nike Dri-FIT Crew Sock 6 Pack	0.159
Children's heaters	-0.184
Dell Laptop	0.09
Industrial consumer electronics	-0.075
Porcelain crafts	0.032
DVDs	0.018
Lawn mower	-0.083
First aid kit	0.02