

RFM CAR SALES ANALYSIS USING SQL AND TABLEAU

SUMMARY OF RESULT

1. Highest revenue by product line: Classic cars(3,919,615\$)
2. Revenue by year

YEAR_ID ▼	Revenue ▼
2004	4724162.599999...
2003	3516979.539999...
2005	1791486.710000...

NOTE:2005 Data was collected only from January- May, unlike the other years(2003 and 2004) collected for the whole calendar year).

3. Revenue by deal size:

DEALSIZE ▼	Revenue ▼
Medium	6087432.240000...
Small	2643077.349999...
Large	1302119.26

4. What was the best month for sales in a specific year? How much was earned that month?

2003

MONTH_ID ▼	Revenue ▼	Frequency ▼
11	1029837.659999...	296
10	568290.9700000...	158
9	263973.36	76
12	261876.4600000...	70

2004

MONTH_ID ▼	Revenue ▼	Frequency ▼
11	1089048.009999...	301
10	552924.2500000...	159
8	461501.2699999...	133
12	372802.6599999...	110

2005

MONTH_ID ▼	Revenue ▼	Frequency ▼
5	457861.0599999...	120
3	374262.76	106
2	358186.1800000...	97
1	339543.4200000...	99
4	261633.2900000...	56

November is the best-selling month for the years 2003 and 2004.

5. What product was sold most in November?

2003

MONTH_ID ▼	PRODUCTLINE ▼	Revenue ▼	Frequency ▼
11	Classic Cars	452924.37	114
11	Vintage Cars	184673.4	66
11	Trucks and Buses	127062.9199999...	33
11	Motorcycles	109345.5	31
11	Ships	79174.79999999...	27

2004

MONTH_ID ▼	PRODUCTLINE ▼	Revenue ▼	Frequency ▼
11	Classic Cars	372231.8900000...	105
11	Vintage Cars	233990.3399999...	65
11	Motorcycles	151711.8599999...	39
11	Trucks and Buses	123811.14	29
11	Planes	121130.6999999...	36

6. What city has the highest number of sales in a specific country? (USA)

CITY ▼	REVENUE ▼
San Rafael	654858.0599999...
NYC	560787.7699999...
San Francisco	224358.6800000...
New Bedford	207874.86
Brickhaven	165255.2

7. What is the best product in the respective countries in terms of sales?

COUNTRY ▼	PRODUCTLINE ▼
UK	Classic Cars
Denmark	Classic Cars
France	Classic Cars
USA	Classic Cars
Finland	Classic Cars
Japan	Planes
Austria	Classic Cars
Ireland	Classic Cars
Spain	Classic Cars

8. Who is our best customer (this could be best answered with RFM)

CUSTOMERNAME ▼	REVENUE ▼	COUNT ▼	RECENCY ▼	rfm_recency ▼	rfm_frequency ▼	rfm_monetary ▼
The Sharp Gifts Warehouse	160010.2700000...	40	39	4	4	4
Euro Shopping Channel	912294.11	259	0	4	4	4
Reims Collectables	135042.94	41	62	4	4	4
Danish Wholesale Imports	145041.6	36	46	4	4	4
Mini Gifts Distributors Ltd.	654858.0599999...	180	2	4	4	4
Salzburg Collectables	149798.63	40	14	4	4	4
La Rochelle Gifts	180124.9000000...	53	0	4	4	4
L'ordine Souvenirs	142601.3300000...	39	21	4	4	4
Souvenirs And Things Co.	151570.98	46	2	4	4	4
Handii Gifts & Co.	115408.7200000...	26	28	4	4	2

WHERE

4- most recent

4- most frequent

4- highest revenue

Conclusion

RFM analysis, combined with powerful visualization tools like Tableau, offers car dealerships a strategic advantage by providing clear insights into customer behaviors. This analysis enables targeted marketing efforts, efficient resource allocation, and ultimately, improved customer satisfaction and sales performance.