

SQL PROJECT

CAR SALES

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ACTION PLAN

This sales dataset provides insights into automobile transactions, featuring key metrics such as order numbers, quantities ordered, sales figures, and customer details. It allows for comprehensive analysis of sales performance, customer behavior, and product trends, facilitating data-driven decision-making to enhance business strategies.

Find the average DAYS_SINCE_LASTORDER for each PRODUCTLINE.

```
3 • select avg(DAYS_SINCE_LASTORDER) as Avg_last_order , PRODUCTLINE  
4   from sale  
5   group by PRODUCTLINE;
```

▶	1591.0000	Motorcycles
	1444.8861	Classic Cars
	1695.6443	Trucks and Buses
	1647.3734	Vintage Cars
	2392.8560	Planes
	2670.1976	Ships
	2313.3538	Trains



Display the ORDERNUMBER and total sales value (quantity × price) for all orders.

```
SELECT  
    ORDERNUMBER, QUANTITYORDERED * msrp AS total_value  
FROM  
    sale;
```



	ORDERNUMBER	total_value
▶	10107	2850
	10121	3230
	10134	3895
	10145	4275
	10168	3420
	10180	2755
	10211	3895
	10223	3515
	10237	2185
	10251	2660
	10263	3230
	10275	4275



Find the customer who has placed the largest number of orders and display their CUSTOMERNAME and total number of orders.

```
SELECT CUSTOMERNAME, COUNT(ORDERNUMBER) AS total_orders  
FROM sale  
GROUP BY CUSTOMERNAME  
ORDER BY total_orders DESC  
LIMIT 1;
```

Result Grid | Filter Rows:

	CUSTOMERNAME	total_orders
▶	Euro Shopping Channel	259

Write a query to find all customers who have placed orders in the last 30 days (based on the ORDERDATE).

```
SELECT ORDERNUMBER, ORDERDATE,CUSTOMERNAME AS total_orders  
FROM sale  
WHERE ORDERDATE >= '2020-05-31' - INTERVAL 30 DAY  
order by ORDERDATE desc;
```

	ORDERNUMBER	total_value
▶	10107	2850
	10121	3230
	10134	3895
	10145	4275
	10168	3420
	10180	2755
	10211	3895
	10223	3515
	10237	2185
	10251	2660
	10263	3230
	10275	4275



Write a query to calculate the total sales (SALES) for each customer and display the top 3 customers by total sales.

```
SELECT  
    SUM(sales) AS total, CUSTOMERNAME  
FROM  
    sale  
GROUP BY CUSTOMERNAME  
ORDER BY total DESC  
LIMIT 3;
```



	total	CUSTOMERNAME
▶	912294.1100000002	Euro Shopping Channel
	654858.06	Mini Gifts Distributors Ltd.
	200995.4099999997	Australian Collectors, Co.

THANK YOU

Conclusion & Key Takeaways

Sales Analysis: Identify trends and peak periods to optimize inventory.

Customer Insights: Tailor marketing strategies based on demographic data.

Performance Metrics: Evaluate product effectiveness to drive profitability.

Actionable Strategies: Leverage data insights to enhance pricing and customer relationships.

