Bike Stores Sales Analysis

Dataset: <https://shorturl.at/fiDQ8>

Load the database in MS SQL Server Management Studio:

1. Open SQL server, create a new database and name it BikeStores.
2. Select the new BikeStores database in the SQL server.
3. Open the zip downloaded from the link I provided.
4. Open the 'create objects' query file and then execute it in the SQL server for the BikeStores database.
5. Open the 'load data' query file and then execute it in the SQL server for the BikeStores database.

Following steps were taken for the project:

1. Understand the problem.
   1. Condition of the sales activity within the company.
   2. Gain insights into the various trends happening in sales volume over 2016 to 2018.
   3. Revenues per region, per store, per product category and per brand.
   4. List of top customers and sales reps.
2. Collect and gather data.
   1. Develop SQL query to pull data from company’s SQL database.
   2. Pull data from SQL Server to csv.
   3. Connect query with MS Excel for analysis.
3. Clean the data.
4. Gather and analyse data.
   1. Perform data transformations using Pivot Tables.
   2. Develop Charts & Executive Dashboard.
   3. Create a slicer to filter Dashboard reports.
5. Interpret the results.

SELECT

ord.order\_id,

CONCAT(cus.first\_name,' ', cus.last\_name) AS 'customers',

cus.city,

cus.state,

ord.order\_date,

SUM(ite.quantity) AS 'total\_units',

SUM(ite.quantity \* ite.list\_price) AS 'revenue',

pro.product\_name,

cat.category\_name,

bra.brand\_name,

sto.store\_name,

CONCAT(sta.first\_name,' ', sta.last\_name) AS 'sales\_rep'

FROM sales.orders ord

JOIN sales.customers cus

ON ord.customer\_id = cus.customer\_id

JOIN sales.order\_items ite

ON ord.order\_id = ite.order\_id

JOIN production.products pro

ON ite.product\_id = pro.product\_id

JOIN production.categories cat

ON cat.category\_id = pro.category\_id

JOIN sales.stores sto

ON sto.store\_id = ord.store\_id

JOIN sales.staffs sta

ON ord.staff\_id = sta.staff\_id

JOIN production.brands bra

ON pro.brand\_id = bra.brand\_id

GROUP BY

ord.order\_id,

CONCAT(cus.first\_name,' ', cus.last\_name),

cus.city,

cus.state,

ord.order\_date,

pro.product\_name,

cat.category\_name,

bra.brand\_name,

sto.store\_name,

CONCAT(sta.first\_name,' ', sta.last\_name)