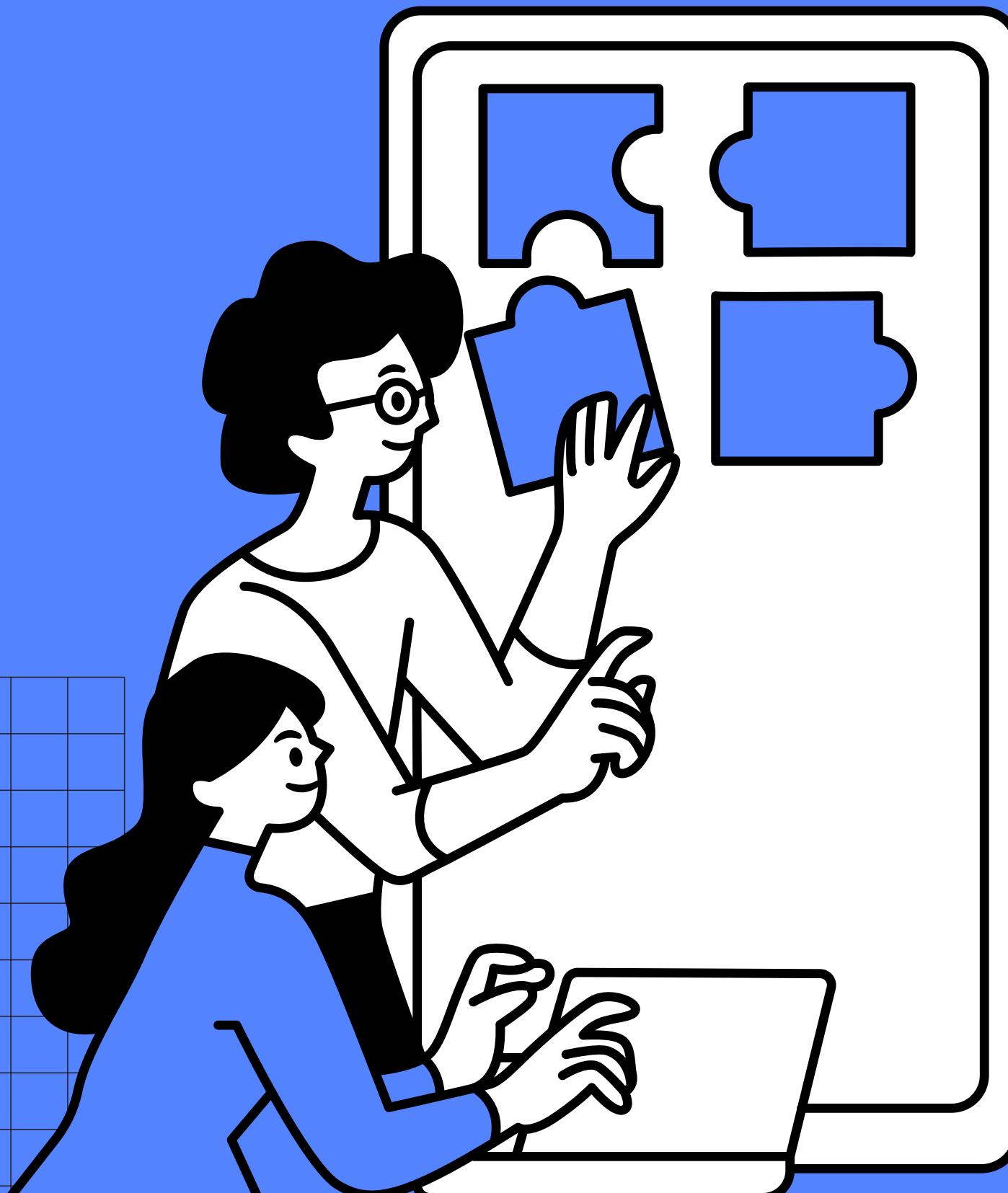


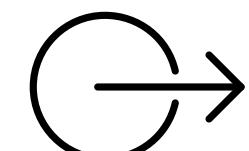
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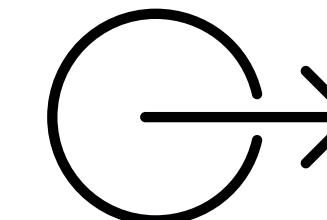
Sales and Marketing

Presentation by

6420055 Myat Thu Thu Kyaw -



Contents of The Report



- 01.** Review of classicmodels DB
- 02.** Database Schema
- 03.** **Top 5 Products by Profit**
- 04.** **Top 5 Customers by Profit**
- 05.** **Top 5 Employees by Sales**
- 06.** **Country by Sale Revenue**
- 07.** **Monthly Sales Trend**
- 08.** Conclusion

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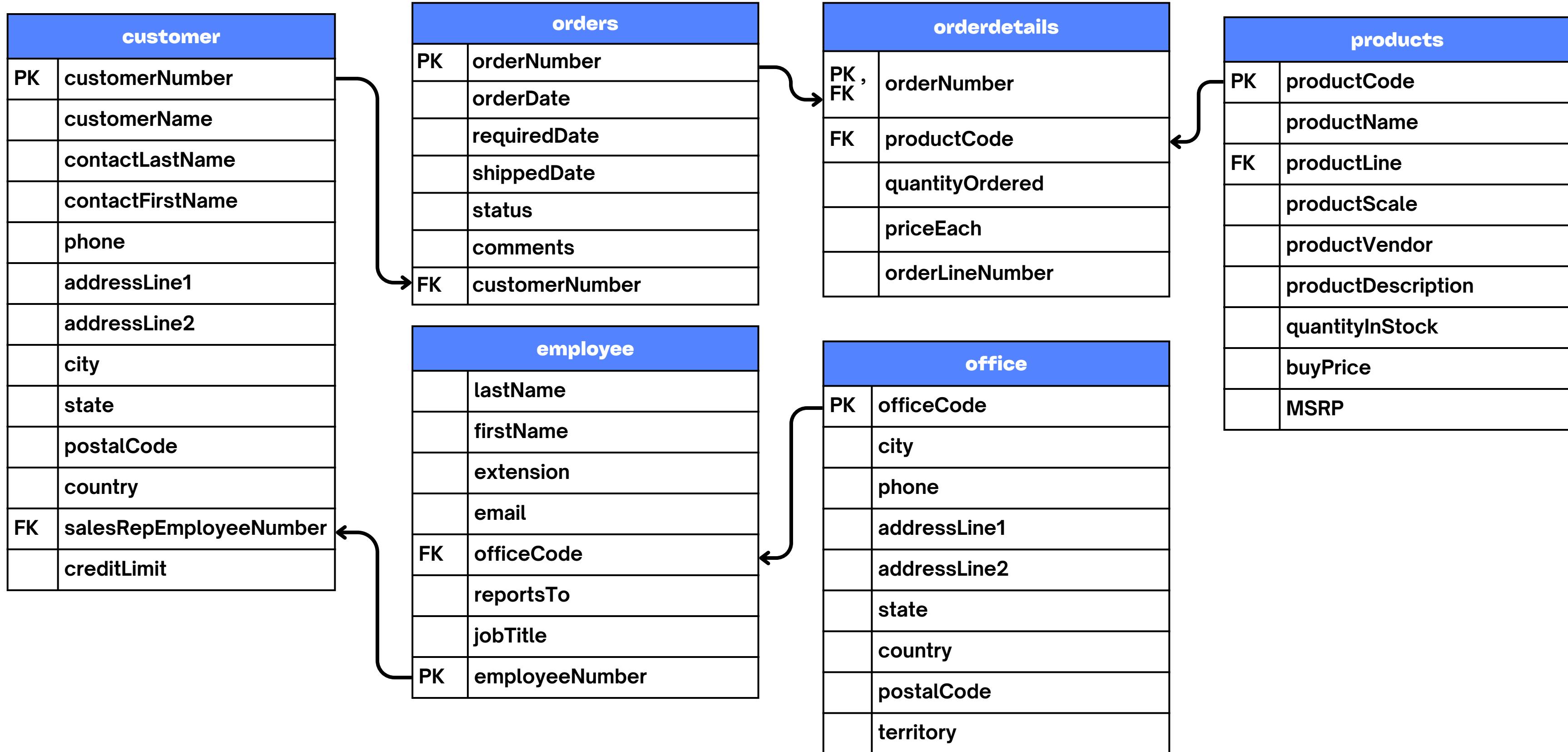
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Tables in the database

show tables;

Tables_in_classicmodels	
1	customers
2	employees
3	offices
4	orderdetails
5	orders
6	payments
7	productlines
8	products

Database Schema



Top 5 Products by Profit

1

```
SELECT p.productName AS Product_Name,  
       SUM(od.quantityOrdered) AS Total_Quantity,  
       SUM(od.quantityOrdered * od.priceEach) AS Total_Revenue,  
       SUM(od.quantityOrdered * p.buyPrice) AS Total_Cost,  
       SUM(od.quantityOrdered * (od.priceEach-p.buyPrice)) AS Total_Profit  
  
FROM products p  
JOIN orderdetails od  
ON p.productCode = od.productCode  
GROUP BY p.productName  
ORDER BY Total_Profit DESC  
LIMIT 5;
```

Revenue

Unit Price * Quantity

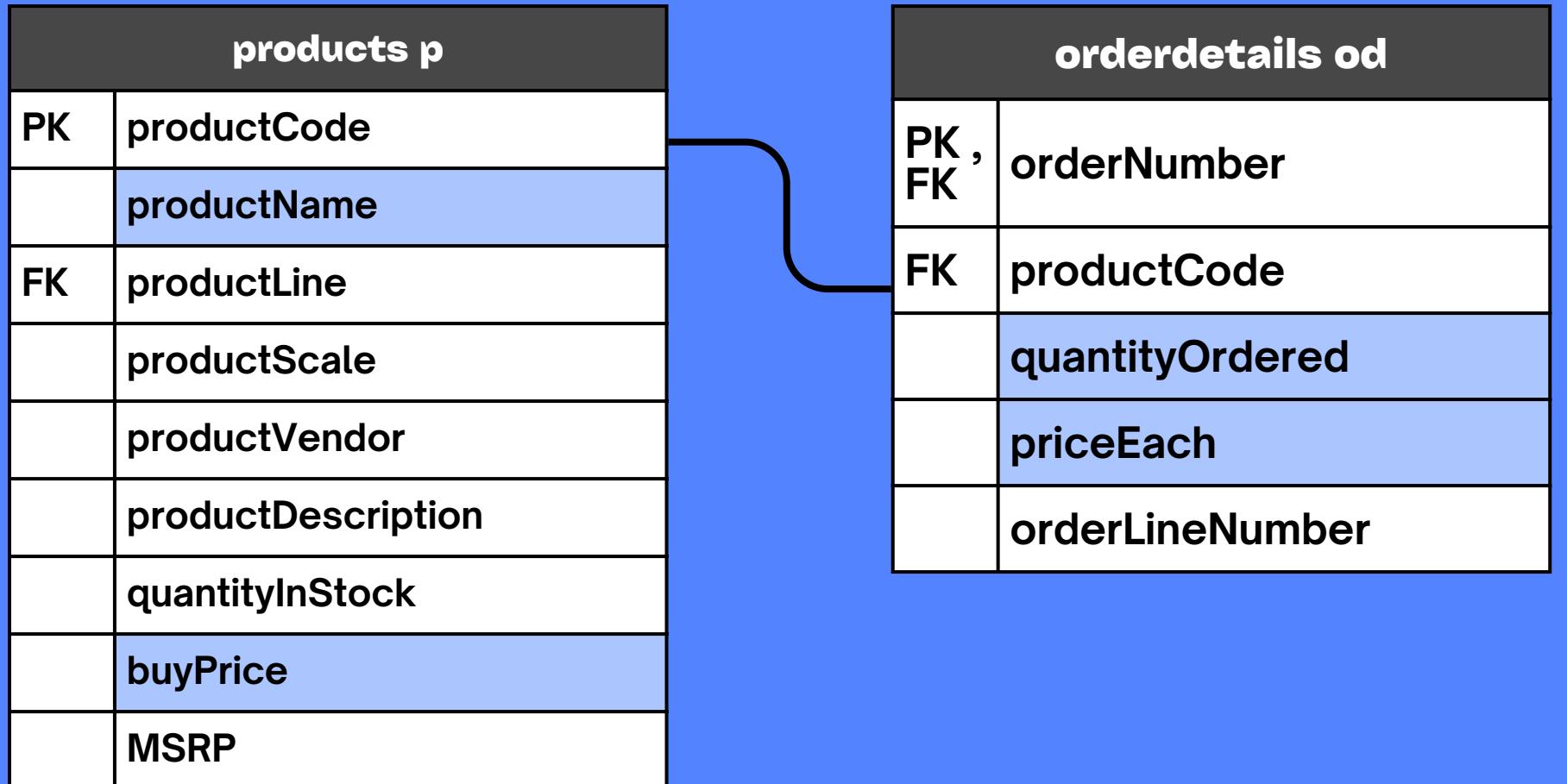
Cost

Unit Cost * Quantity

Profit

Quantity * (Unit Price - Unit Cost)

	Product_Name	Total_Quantity	Total_Revenue	Total_Cost	Total_Profit
1	1992 Ferrari 360 Spider red	1808	276839.98	140843.20	135996.78
2	1952 Alpine Renault 1300	961	190017.96	94735.38	95282.58
3	2001 Ferrari Enzo	1019	190755.86	97406.21	93349.65
4	2003 Harley-Davidson Eagle Drag Bike	985	170686.00	89654.70	81031.30
5	1968 Ford Mustang	933	161531.48	88952.22	72579.26



Total_Revenue	Total_Cost	Total_Profit
276839.98	140843.20	135996.78
190017.96	94735.38	95282.58
190755.86	97406.21	93349.65
170686.00	89654.70	81031.30
161531.48	88952.22	72579.26

Revenue

```

SELECT p.productName AS Product_Name,
       SUM(od.quantityOrdered) AS Total_Quantity,
       SUM(od.quantityOrdered * od.priceEach) AS Total_Revenue,
       SUM(od.quantityOrdered * p.buyPrice) AS Total_Cost,
       SUM(od.quantityOrdered * (od.priceEach-p.buyPrice)) AS Total_Profit

FROM products p
JOIN orderdetails od
ON p.productCode = od.productCode
GROUP BY p.productName
ORDER BY Total_Profit DESC
LIMIT 5;
    
```

Unit Price * Quantity

Cost

Unit Cost * Quantity

Profit

Quantity * (Unit Price - Unit Cost)

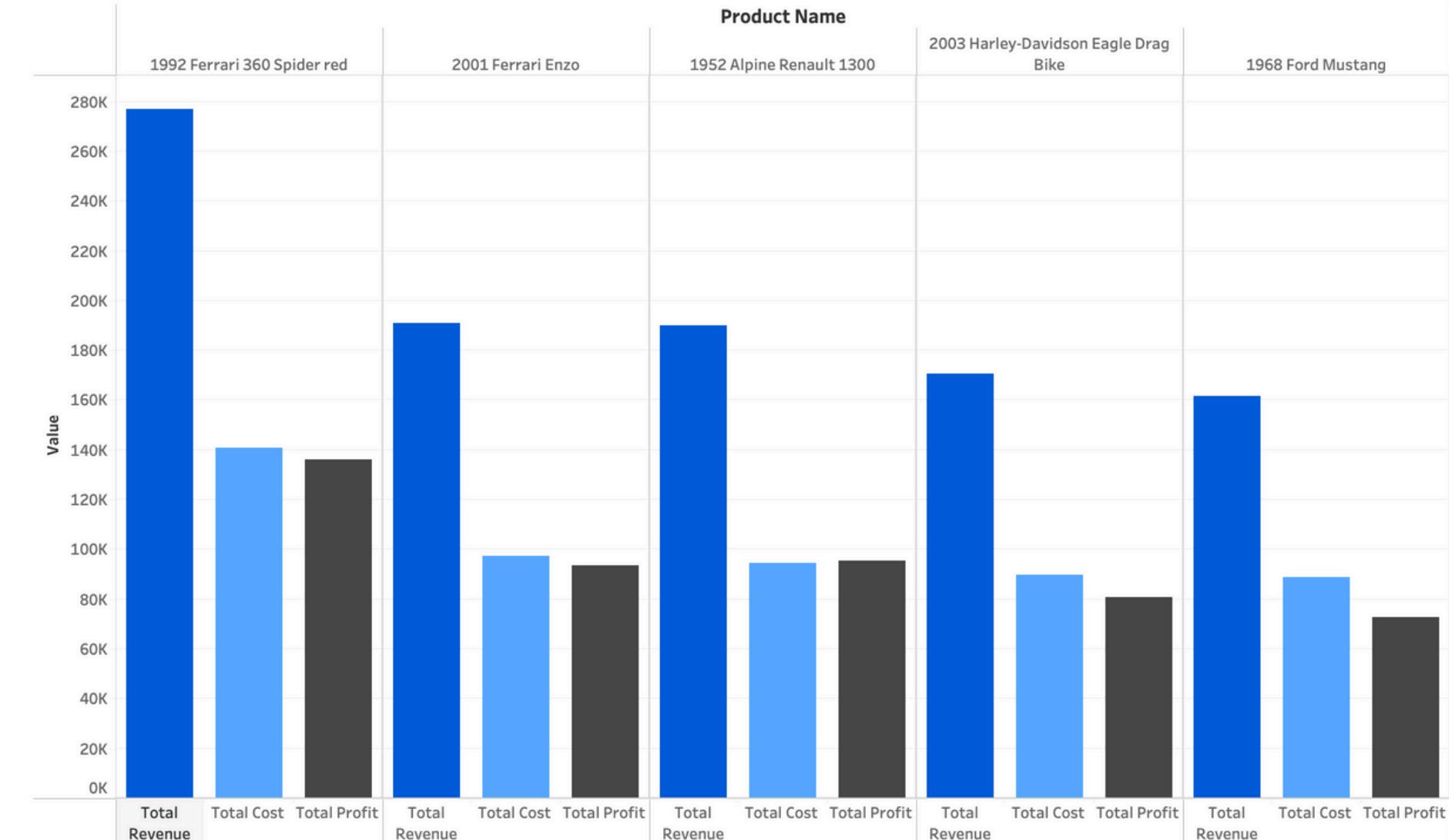
Top 5 Products



Insight

By identifying the top 5 products generating the highest profit , the sale team can focus on the most Profitable Products.

Top 5 Products by Profit



```
{  
  "Products by Profit": [  
    {  
      "Product_Name": "1992 Ferrari 360 Spider red",  
      "Total_Quantity": "1808",  
      "Total_Revenue": "276839.98",  
      "Total_Cost": "140843.20",  
      "Total_Profit": "135996.78"  
    }  
  ]  
}
```

Products by Profit



name	type	constraint
Products by ProfitId	int	PK
Product_Name	varchar	
Total_Quantity	int	
Total_Revenue	double	
Total_Cost	double	
Total_Profit	double	

Top 5 Customers by Profit

2

```
SELECT c.customerName AS Customer_Name,  
       COUNT(DISTINCT o.orderNumber) AS Num_of_Orders,  
       SUM(od.quantityOrdered * od.priceEach) AS Total_Revenue,  
       SUM(od.quantityOrdered * (od.priceEach-p.buyPrice)) AS Total_Profit  
  
FROM customers c  
JOIN orders o  
  ON c.customerNumber = o.customerNumber  
JOIN orderdetails od  
  ON o.orderNumber = od.orderNumber  
JOIN products p  
  ON p.productCode = od.productCode  
GROUP BY c.customerNumber  
ORDER BY Total_Profit DESC  
LIMIT 5;
```

Revenue

Unit Price * Quantity

Profit

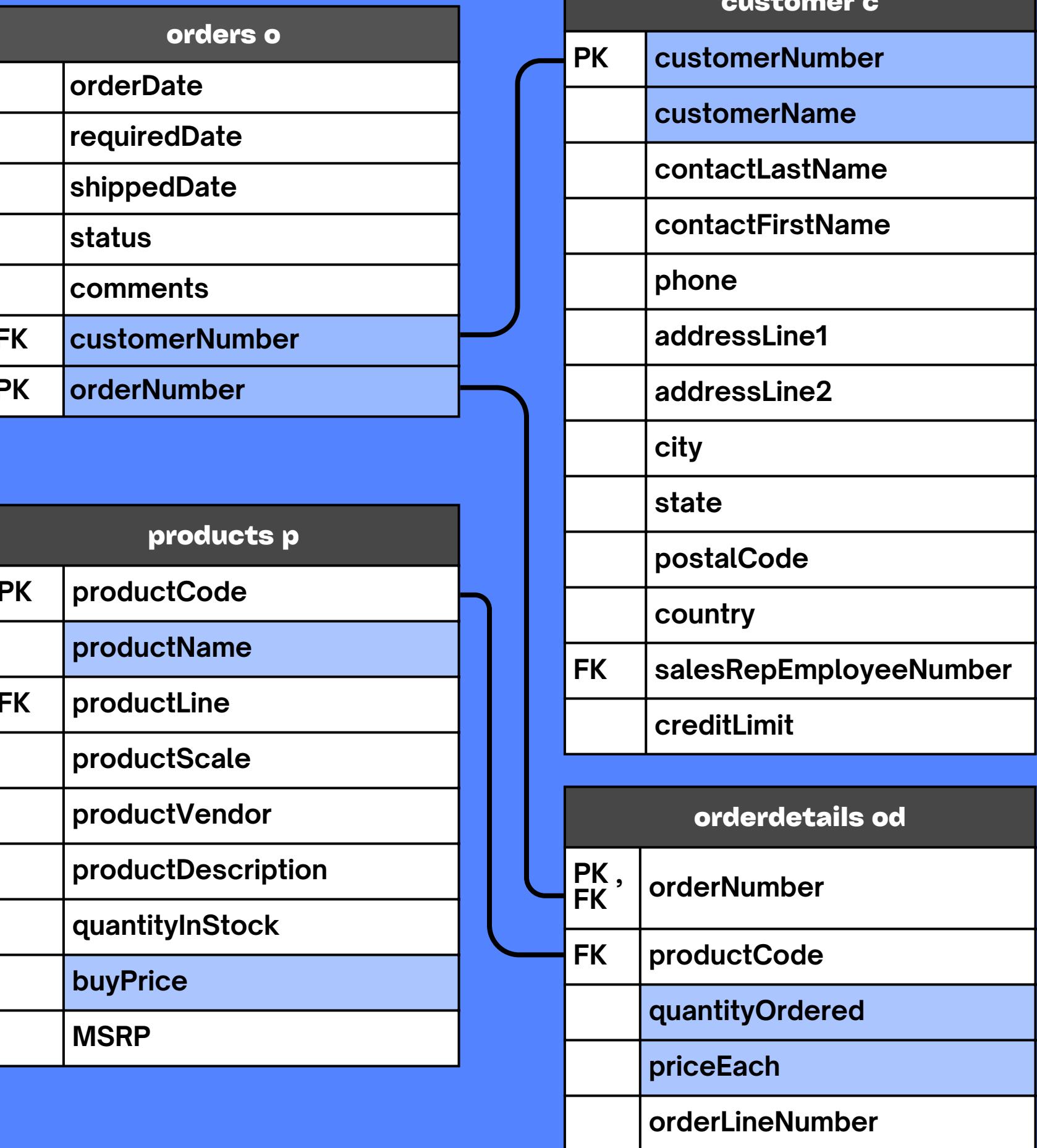
Quantity * (Unit Price - Unit Cost)

	Customer_Name	Num_of_Orders	Total_Revenue	Total_Profit
1	Euro+ Shopping Channel	26	820689.54	326519.66
2	Mini Gifts Distributors Ltd.	17	591827.34	236769.39
3	Muscle Machine Inc	4	177913.95	72370.09
4	Australian Collectors, Co.	5	180585.07	70311.07
5	La Rochelle Gifts	4	158573.12	60875.30

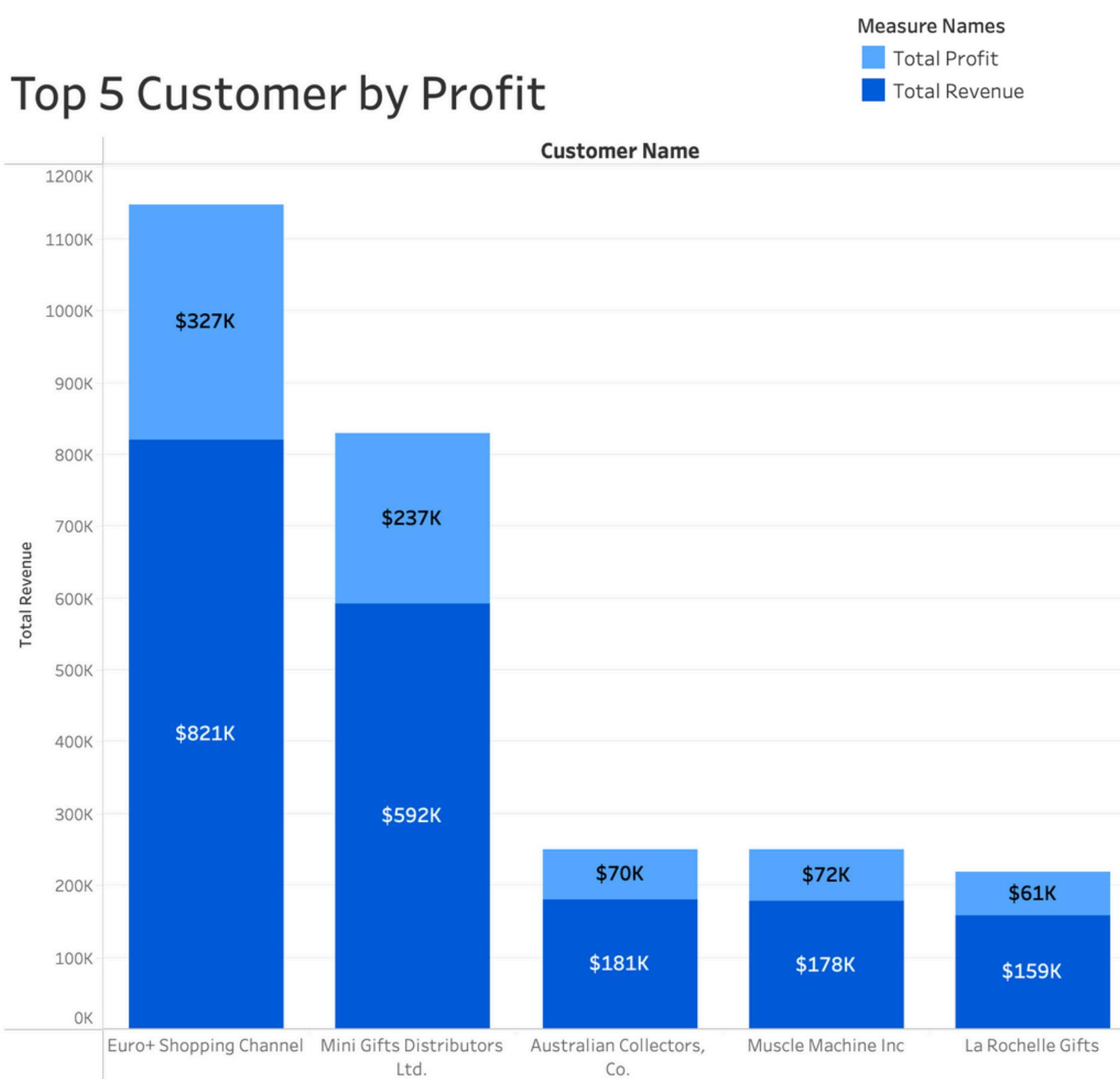
	Customer_Name	Num_of_Orders	Total_Revenue	Total_Profit
1	Euro+ Shopping Channel	26	820689.54	326519.66
2	Mini Gifts Distributors Ltd.	17	591827.34	236769.39
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```

SELECT c.customerName AS Customer_Name,
       COUNT(DISTINCT o.orderNumber) AS Num_of_Orders,
       SUM(od.quantityOrdered * od.priceEach) AS Total_Revenue,
       SUM(od.quantityOrdered * (od.priceEach-p.buyPrice)) AS Total_Profit
FROM customers c
JOIN orders o
  ON c.customerNumber = o.customerNumber
JOIN orderdetails od
  ON o.orderNumber = od.orderNumber
JOIN products p
  ON p.productCode = od.productCode
GROUP BY c.customerNumber
ORDER BY Total_Profit DESC
LIMIT 5;
    
```



Top 5 Customer by Profit



Top 5 Customers



Insight

Focus on retaining top customers (the top 2) while boosting profits from mid-tier clients through cross-selling.

```
{  
  "Customers by Profit": [  
    {  
      "Customer_Name": "Euro+ Shopping Channel",  
      "Num_of_Orders": "26",  
      "Total_Revenue": "820689.54",  
      "Total_Profit": "326519.66"  
    }  
  ]  
}
```

Customers by Profit



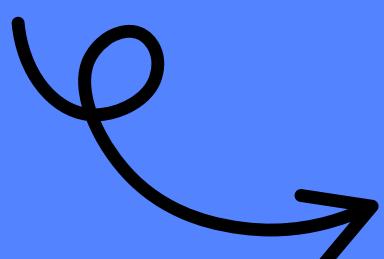
name	type	constraint
Customers by ProfitId	int	PK
Customer_Name	varchar	
Num_of_Orders	int	
Total_Revenue	double	
Total_Profit	double	

Top 5 Employees by Sales

```

SELECT
    e.firstName AS Employee_First_Name,
    e.lastName AS Employee_Last_Name,
    SUM(od.quantityOrdered * od.priceEach) AS Total_Sales,
FROM employees e
JOIN customers c
    ON e.employeeNumber = c.salesRepEmployeeNumber
JOIN orders o
    ON c.customerNumber = o.customerNumber
JOIN orderdetails od
    ON o.orderNumber = od.orderNumber
GROUP BY e.employeeNumber
ORDER BY Total_Sales DESC
LIMIT 5;

```



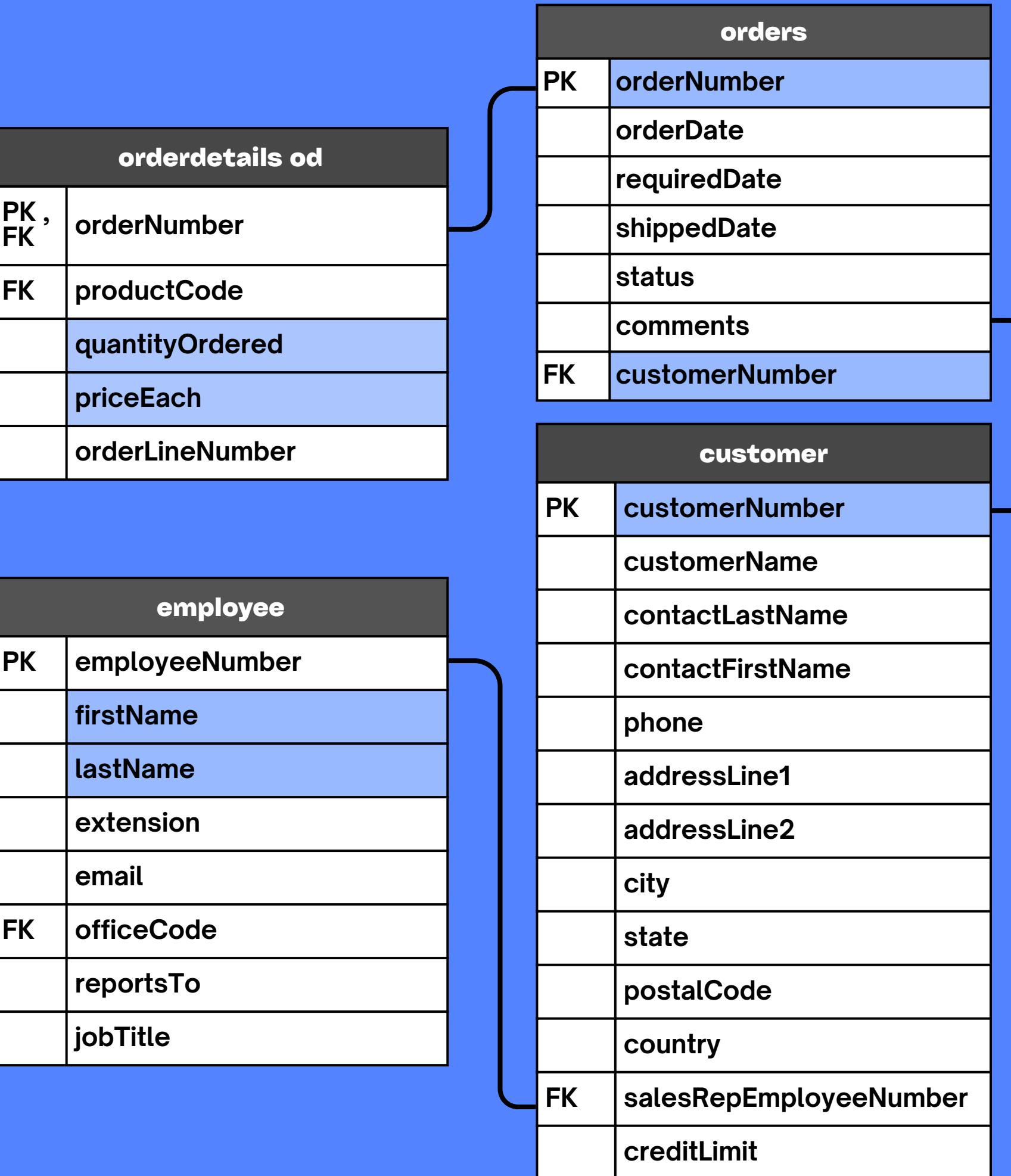
	Employee_First_Name	Employee_Last_Name	Total_Sales
1	Gerard	Hernandez	1258577.81
2	Leslie	Jennings	1081530.54
3	Pamela	Castillo	868220.55
4	Larry	Bott	732096.79
5	Barry	Jones	704853.91

	Employee_First_Name	Employee_Last_Name	Total_Sales
1	Gerard	Hernandez	1258577.81
2	Leslie	Jennings	1081530.54
3	Pamela	Castillo	868220.55
4	Larry	Bott	732096.79
5	Barry	Jones	704853.91

```

SELECT
    e.firstName AS Employee_First_Name,
    e.lastName AS Employee_Last_Name,
    SUM(od.quantityOrdered * od.priceEach) AS Total_Sales
FROM employees e
JOIN customers c
    ON e.employeeNumber = c.salesRepEmployeeNumber
JOIN orders o
    ON c.customerNumber = o.customerNumber
JOIN orderdetails od
    ON o.orderNumber = od.orderNumber
GROUP BY e.employeeNumber
ORDER BY Total_Sales DESC
LIMIT 5;

```



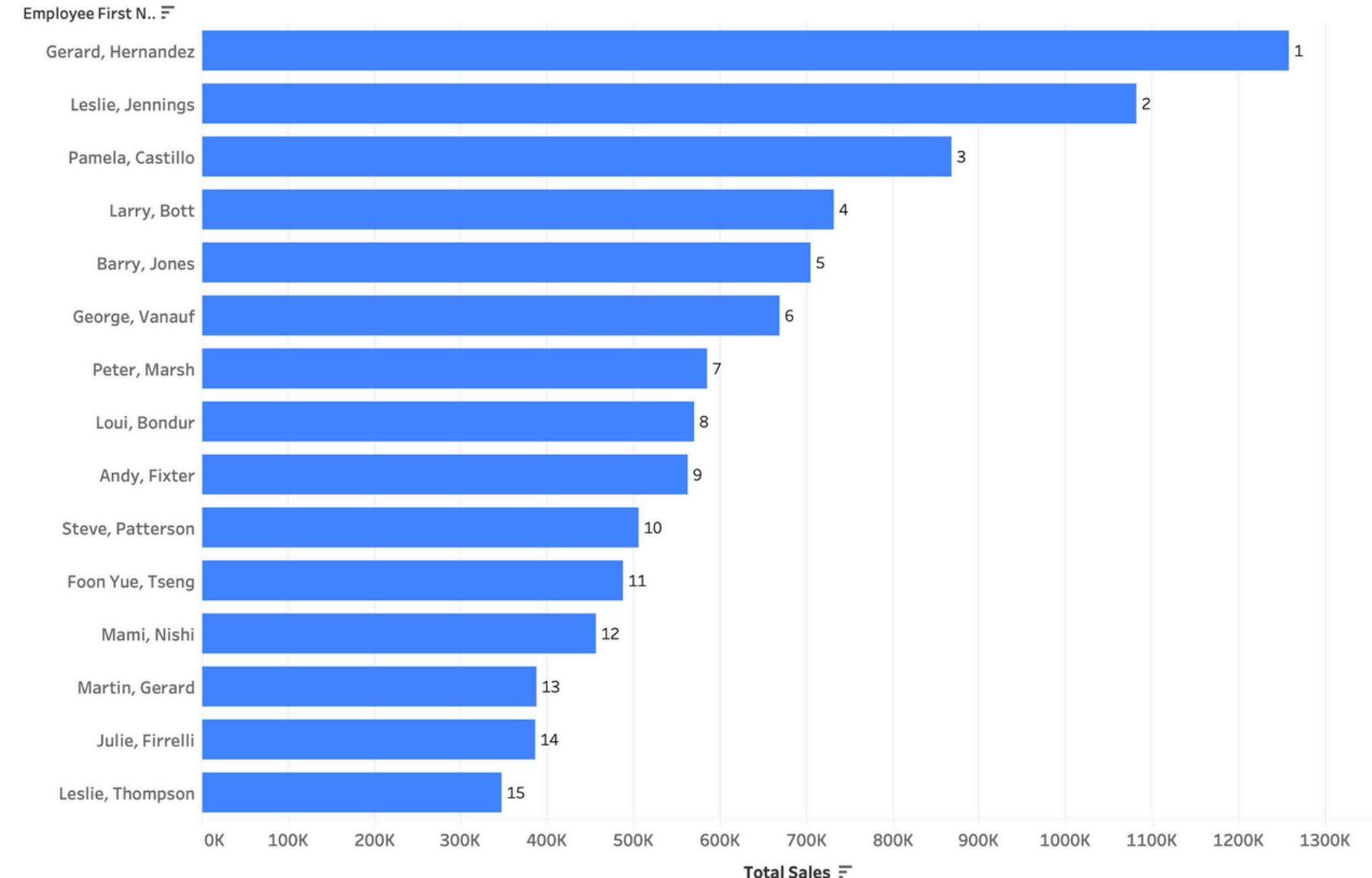
Ranking Employee



Insight

Identifying the top 5 sales-generating employees enables the business to recognize high performers, and optimize incentives to drive team-wide improvements and maximize sales.

Ranking Employee by Sales



```
{  
  "Employee by Sales": [  
    {  
      "Employee_First_Name": "Gerard",  
      "Employee_Last_Name": "Hernandez",  
      "Total_Sales": "1258577.81"  
    }  
  ]  
}
```

Employee by Sales



name	type	constraint
Employee by SalesId	int	PK
Employee_First_Name	varchar	
Employee_Last_Name	varchar	
Total_Sales	double	

Country by Sale Revenue

4

Page 13

```
SELECT
    o.country AS Country,
    COUNT(DISTINCT od.orderNumber) AS Num_of_Orders,
    SUM(od.quantityOrdered * od.priceEach) AS Total_sales
FROM offices o
JOIN employees e
    ON o.officeCode = e.officeCode
JOIN customers c
    ON e.employeeNumber = c.salesRepEmployeeNumber
JOIN orders ord
    ON c.customerNumber = ord.customerNumber
JOIN orderdetails od
    ON ord.orderNumber = od.orderNumber
GROUP BY o.country
ORDER BY Total_Sales DESC;
```

Total Sales
Unit Price * Quantity



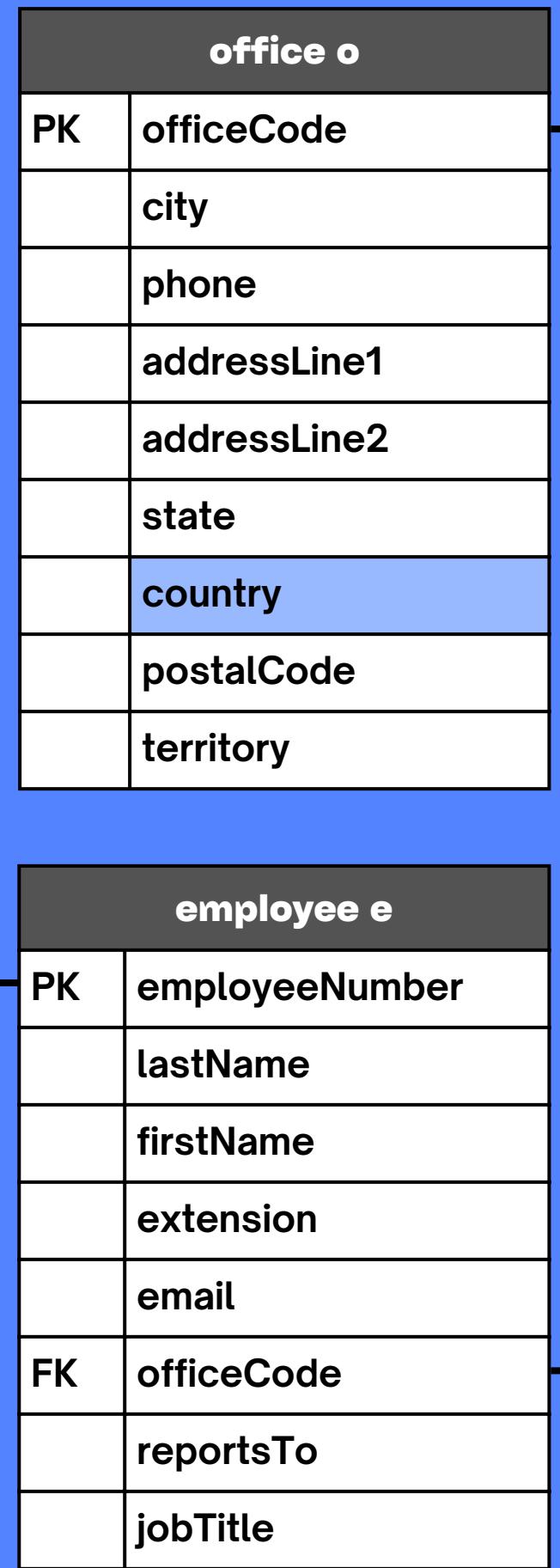
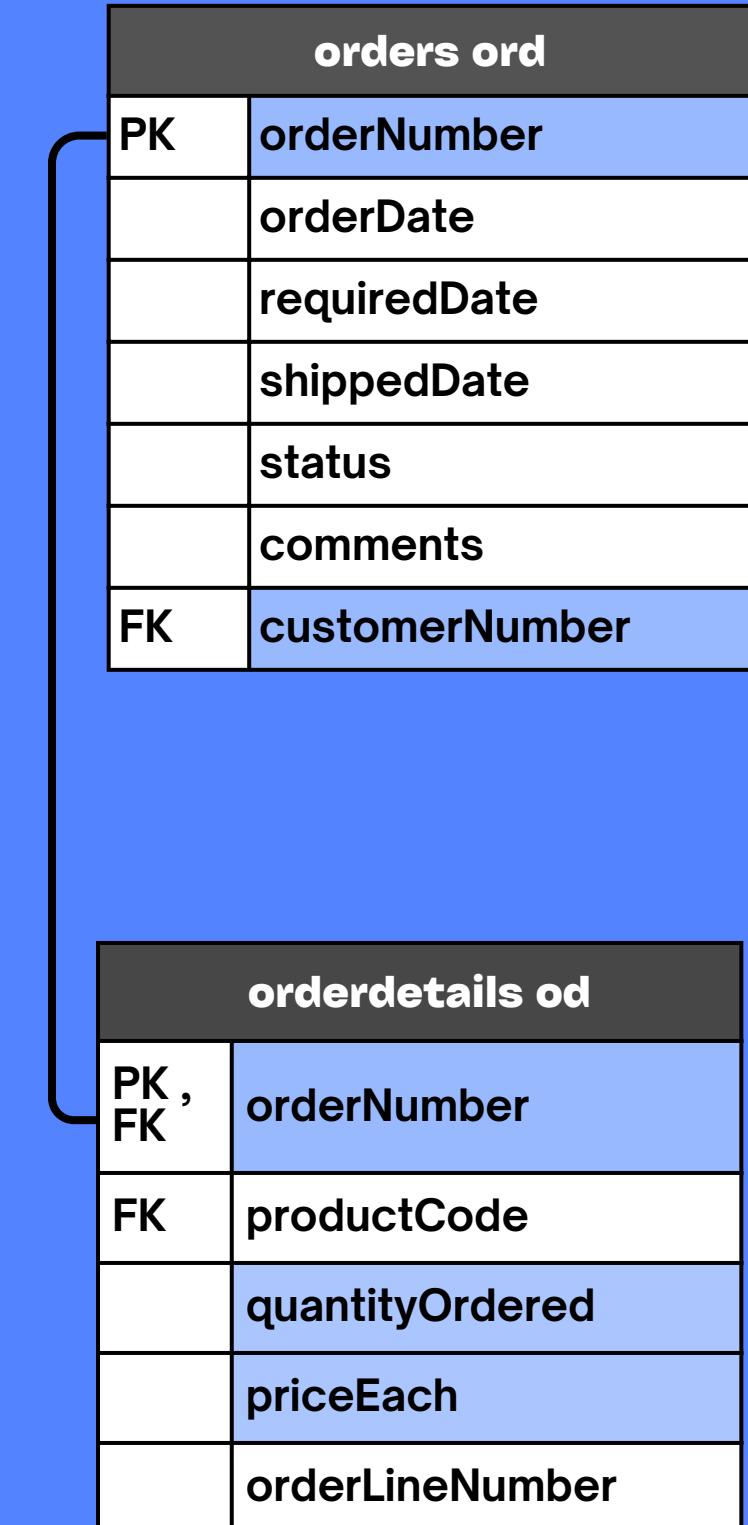
	Country	Num_of_Orders	Total_sales
1	USA	119	3479191.91
2	France	106	3083761.58
3	UK	47	1436950.70
4	Australia	38	1147176.35
5	Japan	16	457110.07

	Country	Num_of_Orders	Total_sales
1	USA	119	3479191.91
2	France	106	3083761.58
3	UK	47	1436950.70
4	Australia	38	1147176.35
5	Japan	16	457110.07

```

SELECT
    o.country AS Country,
    COUNT(DISTINCT od.orderNumber) AS Num_of_Orders,
    SUM(od.quantityOrdered * od.priceEach) AS Total_sales
FROM offices o
JOIN employees e
    ON o.officeCode = e.officeCode
JOIN customers c
    ON e.employeeNumber = c.salesRepEmployeeNumber
JOIN orders ord
    ON c.customerNumber = ord.customerNumber
JOIN orderdetails od
    ON ord.orderNumber = od.orderNumber
GROUP BY o.country
ORDER BY Total_Sales DESC;

```



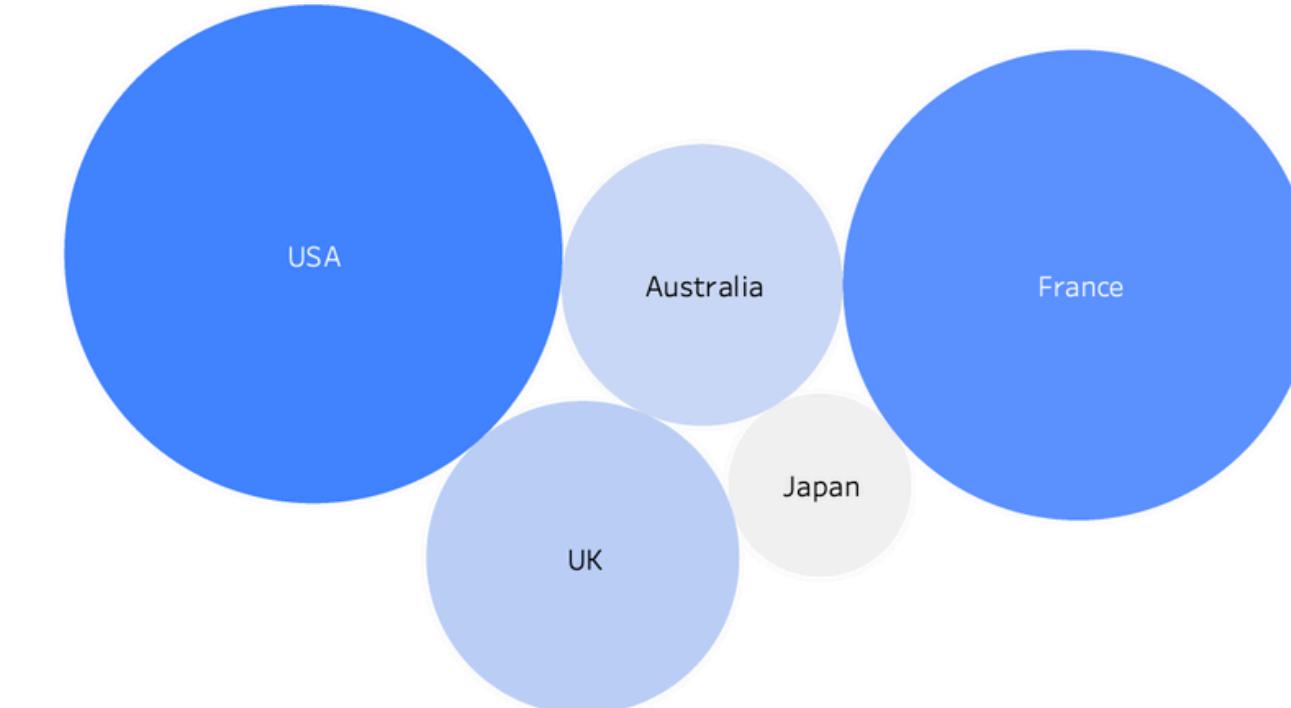
Country by Revenue



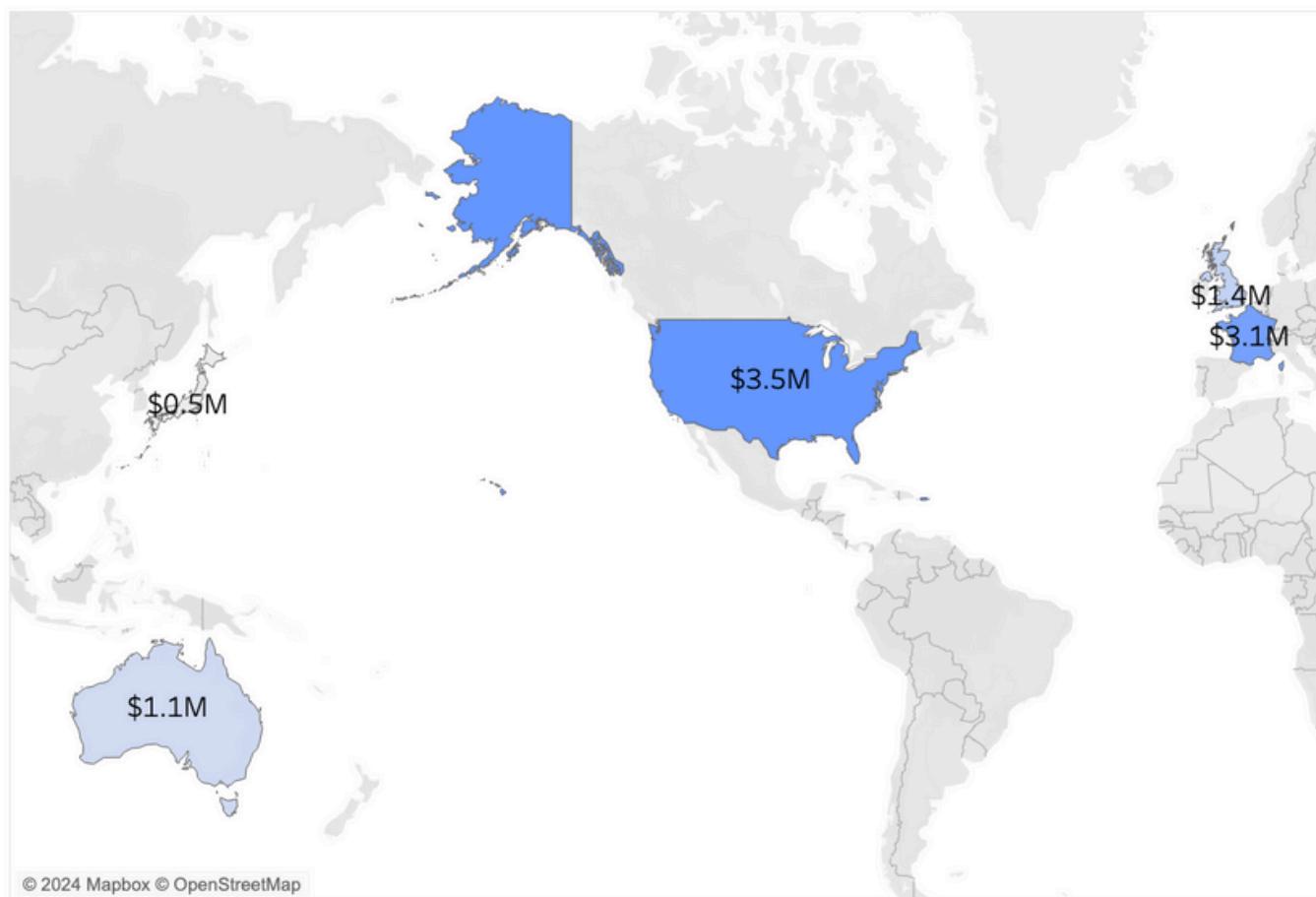
Insight

The USA leads in sales, while France, the UK, and Australia show growth potential. Japan underperforms, signaling a need for localized marketing efforts to boost sales.

Sales Revenue by Country



Country	Total sales
USA	3,479,192
France	3,083,762
UK	1,436,951
Australia	1,147,176
Japan	457,110



Country	Num of Orders
USA	119
France	106
UK	47
Australia	38
Japan	16

Country	Num of Orders
USA	119

```
{  
  "Country Revenue": [  
    {  
      "Country": "USA",  
      "Num_of_Orders": "119",  
      "Total_sales": "3479191.91"  
    }  
  ]  
}
```

Country Revenue



name	type	constraint
Country	RevenueId	int
Country		varchar
Num_of_Orders		int
Total_sales		double

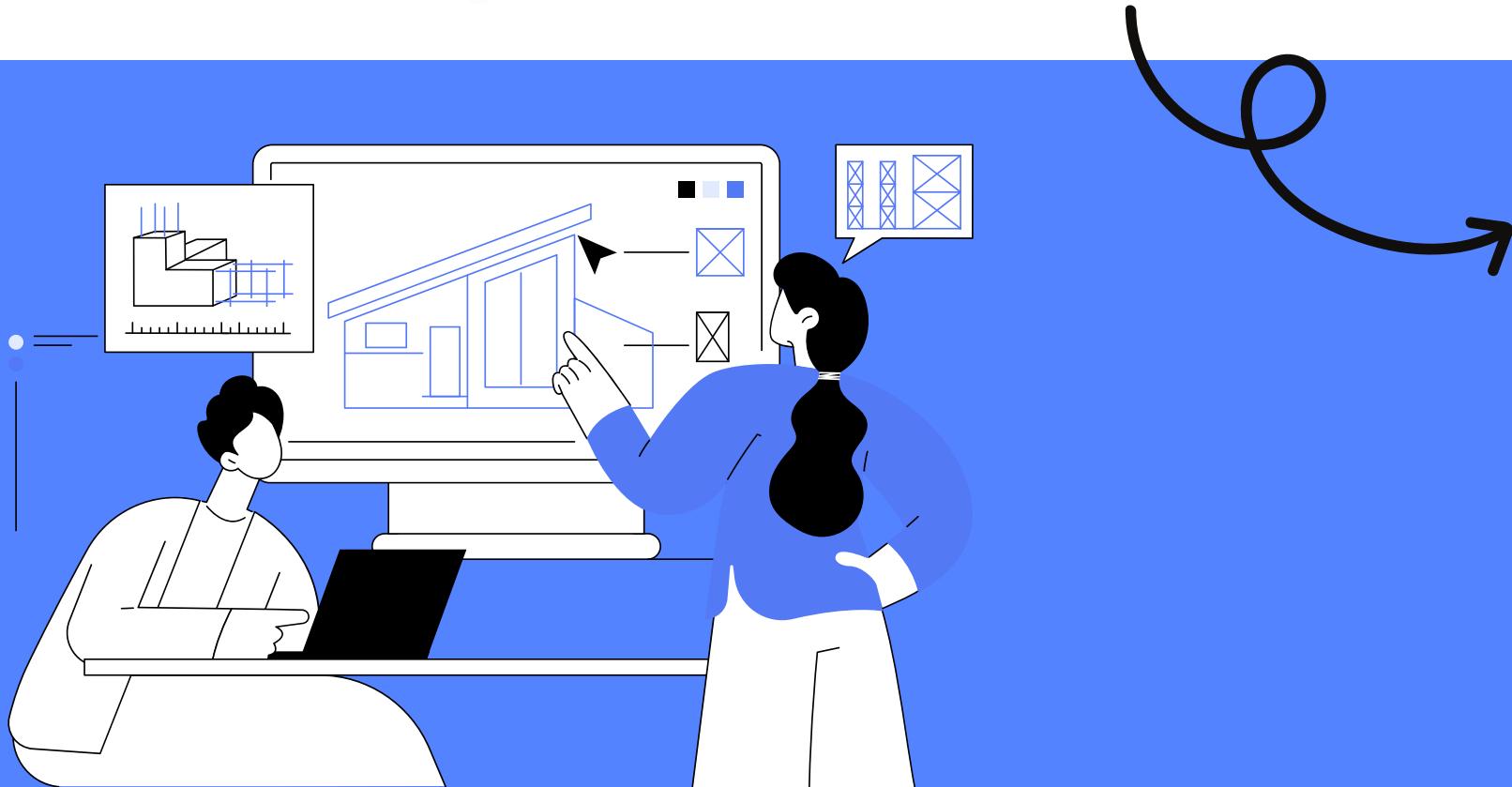
Monthly Sales Trend

5

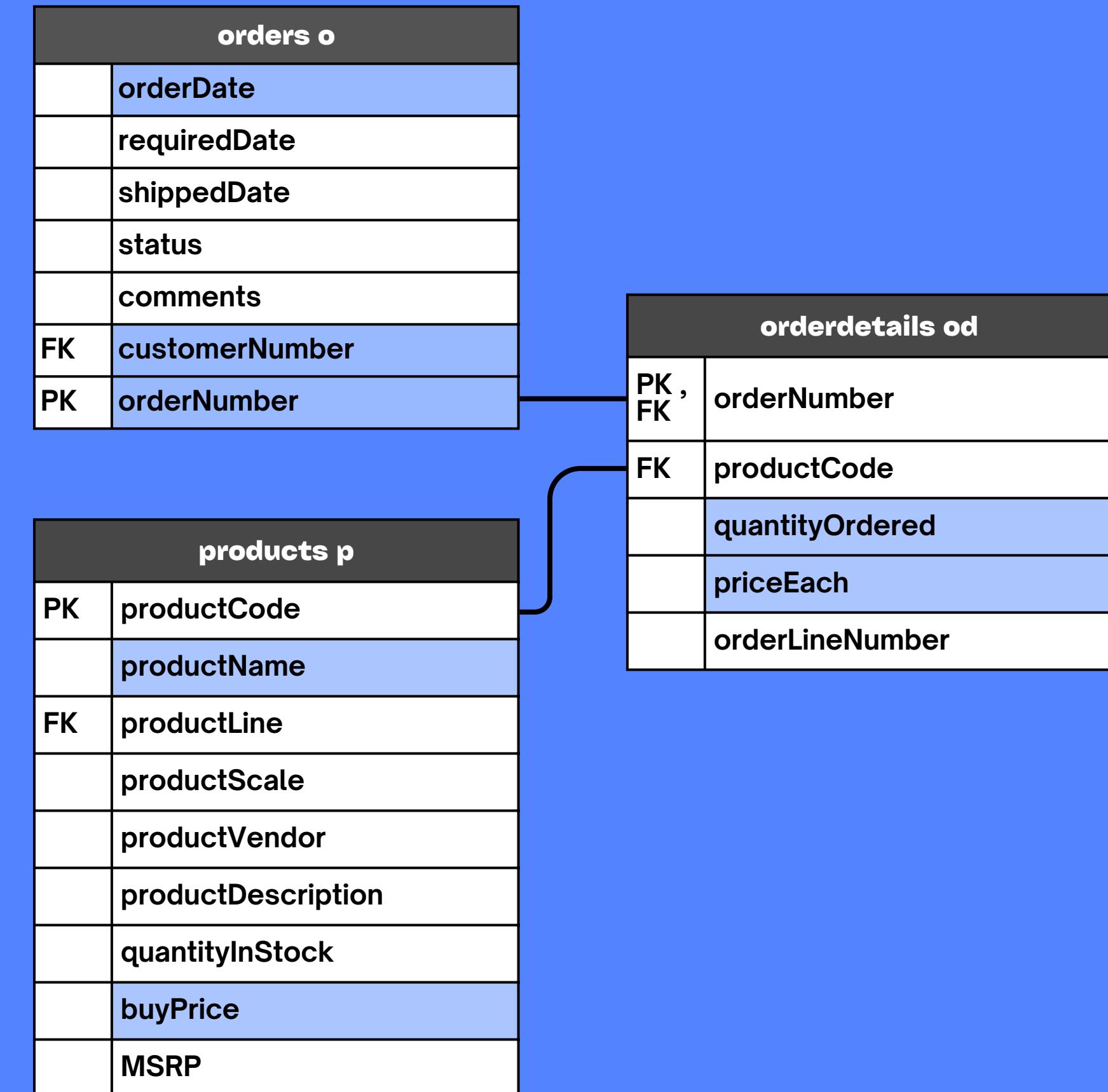
Page 21

```
SELECT  
    DATE_FORMAT(o.orderDate, '%Y-%m') AS Month,  
    SUM(od.quantityOrdered * od.priceEach) AS Monthly_Revenue,  
    SUM(od.quantityOrdered * (od.priceEach-p.buyPrice)) AS Total_Profit  
FROM orders o  
JOIN orderdetails od  
    ON o.orderNumber = od.orderNumber  
JOIN products p  
    ON p.productCode = od.productCode  
GROUP BY Month  
ORDER BY Month DESC;
```

	Month	Monthly_Revenue	Total_Profit
1	2005-05	441474.94	172133.80
2	2005-04	344820.62	135710.22
3	2005-03	359711.96	139327.24
4	2005-02	317192.17	127520.52
5	2005-01	307737.02	121184.39
6	2004-12	428838.17	167207.98
7	2004-11	979291.98	392370.92
8	2004-10	500233.86	202491.52
9	2004-09	283799.80	114683.65
10	2004-08	419327.09	166758.58
11	2004-07	325563.49	128195.79
12	2004-06	343370.74	139022.15



	Month	Monthly_Revenue	Total_Profit
1	2005-05	441474.94	172133.80
2	2005-04	344820.62	135710.22
3	2005-03	359711.96	139327.24
4	2005-02	317192.17	127520.52
5	2005-01	307737.02	121184.39
6	2004-12	428838.17	167207.98
7	2004-11	979291.98	392370.92
8	2004-10	500233.86	202491.52
9	2004-09	283799.80	114683.65
10	2004-08	419327.09	166758.58

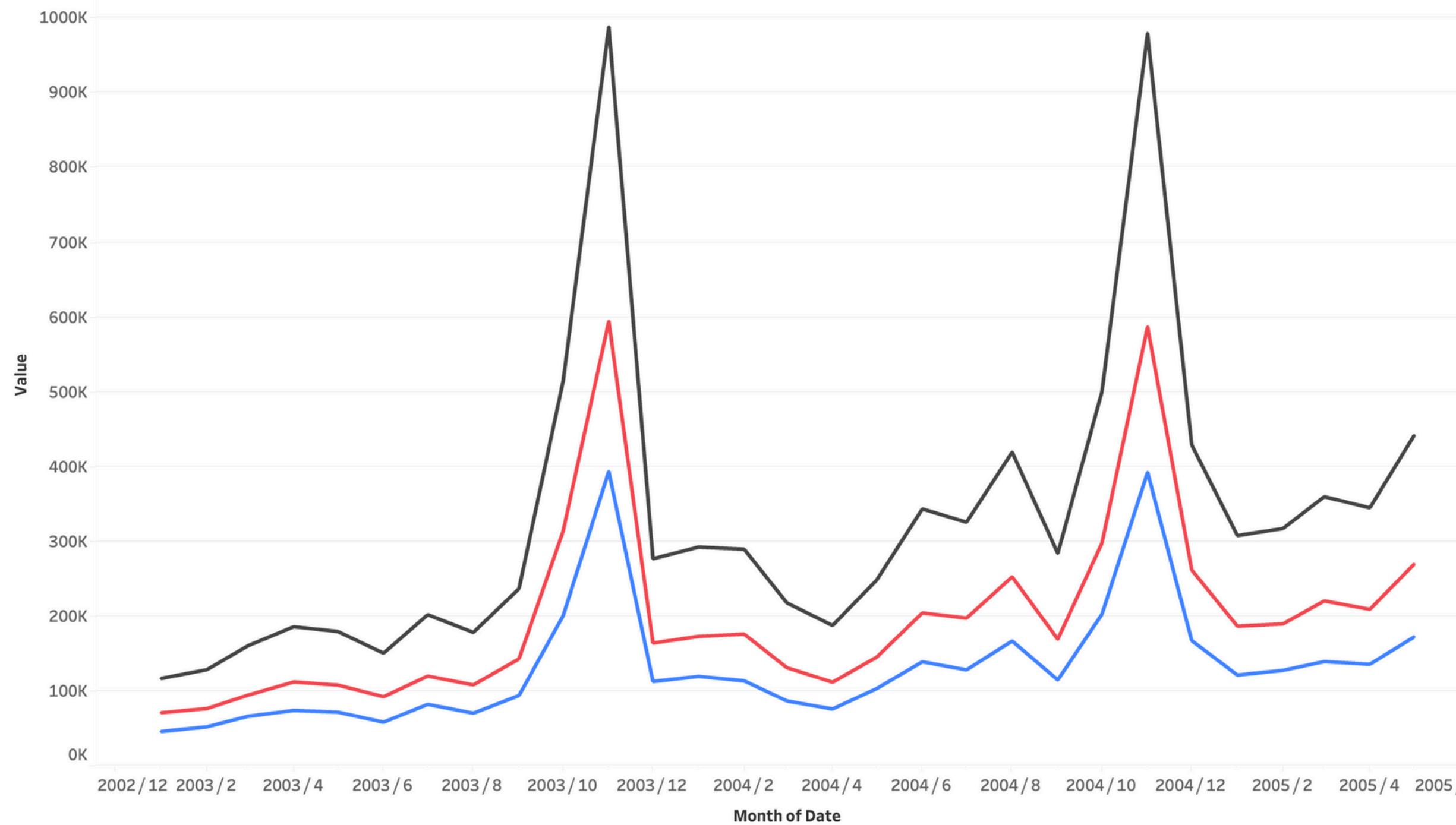


```

SELECT
    DATE_FORMAT(o.orderDate, '%Y-%m') AS Month,
    SUM(od.quantityOrdered * od.priceEach) AS Monthly_Revenue,
    SUM(od.quantityOrdered * (od.priceEach - p.buyPrice)) AS Total_Profit
FROM orders o
JOIN orderdetails od
    ON o.orderNumber = od.orderNumber
JOIN products p
    ON p.productCode = od.productCode
GROUP BY Month
ORDER BY Month DESC;
  
```

Monthly Profit Cost and Revenue

Monthly Sales Trend



Measure Names

- Total Cost
- Total Profit
- Total Revenue

Business Insight

Peak Sales occurs at the end of every year. It can also be seen that there is a steady growth of the business. Usually drop sales after the peak sales periods.

```
{  
  "Monthly Sales": [  
    {  
      "Month": "2005-05",  
      "Total_Revenue": "441474.94",  
      "Total_Profit": "172133.80"  
    }  
  ]  
}
```

Monthly Sales



name	type	constraint
Monthly SalesId	int	PK
Month	varchar	
Total_Revenue	double	
Total_Profit	double	

Conclusion

This data management project is hoped to provide valuable insights into sales performance, helping the firm to identify key areas of success and those that require further attention.

Recommendation

Marketing by Regions

The company can implement marketing campaigns targeted to certain country or region.

Product based Marketing

Company can promote the top-performing products that generate higher revenues than others.

Peak Sales Season

Company can promote the products before the season to increase the sales.

Sales Team

For further studies, company can analyze sales team performance and segment by products of each sales person and assign special tasks.



oooo

Thank You!

We'd love to hear your question
or clarifications.

