



MySQL Portfolio

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Superstore

MySQL Project Portfolio

The project analyses the dataset of a superstore which sells office related items.

The data has been analysed to understand how the company can **increase its revenues and profits** while **minimizing the losses**.

The dataset was downloaded from **Kaggle** and the powerpoint template was taken from Slidesgo.

An attempt has been made to apply joins, pivot tables using SQL and creating CTE.

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Category: Furniture

Subcategory: Total Sales, Profit, % of Total Category, Profit Margins

sub_category	subcat_sales	subcat_profit	subcat_pct	profit_margins
Chairs	328449.13	26590.15	44.27	8.1
Tables	206965.68	-17725.59	27.89	-8.56
Bookcases	114880.05	-3472.56	15.48	-3.02
Furnishings	91705.12	13059.25	12.36	14.24

Subcategory Sales Region-wise and % of Region

region	sub_category	subcat_pct
Central	Bookcases	14.75
Central	Chairs	52.03
Central	Furnishings	9.31
Central	Tables	23.9

region	sub_category	subcat_pct
West	Bookcases	14.25
West	Chairs	40.29
West	Furnishings	11.9
West	Tables	33.55

region	sub_category	subcat_pct
East	Bookcases	21.04
East	Chairs	46.21
East	Furnishings	13.96
East	Tables	18.79

region	sub_category	subcat_pct
South	Bookcases	9.29
South	Chairs	38.51
South	Furnishings	14.75
South	Tables	37.44

Subcategory Profit Region-wise

sub_category	Central	West	East	South
Bookcases	-1997.92	-1646.5	-1167.65	1339.51
Chairs	6592.68	4027.62	9357.77	6612.08
Tables	-3559.68	1482.54	-11025.39	-4623.06
Furnishings	-3906.18	7641.26	5881.47	3442.7

Observations

From a cursory analysis of the data, following observations can be drawn about the Furniture category:

- While tables is the second highest selling product in the category, it is a loss making subcategory with -8% profit margins.
- Higher sales of tables may cause other profit making products to sell less as the composition of inventory will be different.
- Furnishings is the most profitable, however, it is the least selling subcategory in all regions except South.
- Central region has incurred losses at an overall level.

Reasons

The reasons behind the same could be as follows:

- **Profit Margins for tables** may be impacted by higher manufacturing and logistics costs for tables and fierce competition which could be preventing the company from transferring the costs to consumers.
- **Low share of furnishings** could be due to low demand or presence of other players in the sub-category.
- **Loss in the Central region** could be due to competition or improper product mix.

Next Steps



Tables

- Renegotiations may be done with the existing vendors, if applicable, who are manufacturing the table.
- The materials used in the tables may be changed to what is in demand.

Furnishings

- Discontinuing or scaling down certain sub-categories will enable a better reallocation of the budget towards furnishing.
 - This could help in increasing marketing activities such as giving discounts to attract customers.

Stores in the Central region

- The feasibility of keeping the store(s) operational in the Central region should be assessed, which could be done by analysing the data from previous years.
- The stores in the Central region should also be evaluated based on the product mix.

Other ways to increase revenue

- Value added services such as furniture repairs and furnishings could be offered.