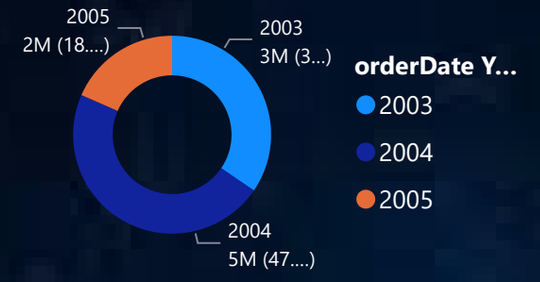
Classicmodels Sales Dashboard

country: Australia | Austria | Belgium | Canada

Total Sales Yearly



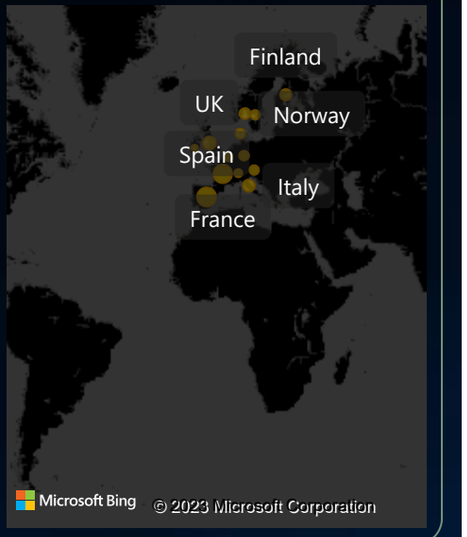
Total Sales
9.6M

Total Profit
3.8M

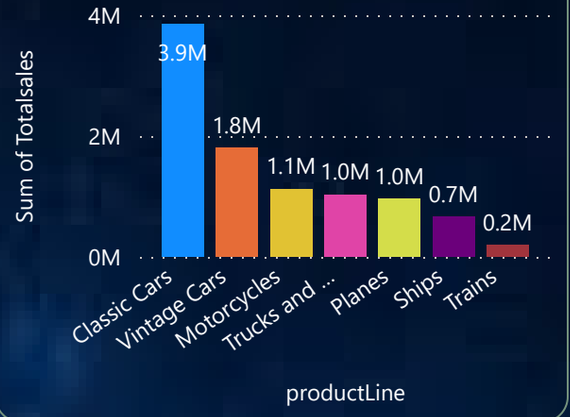
Quantity In Stock
555.1K

Avg Delivery Days
4

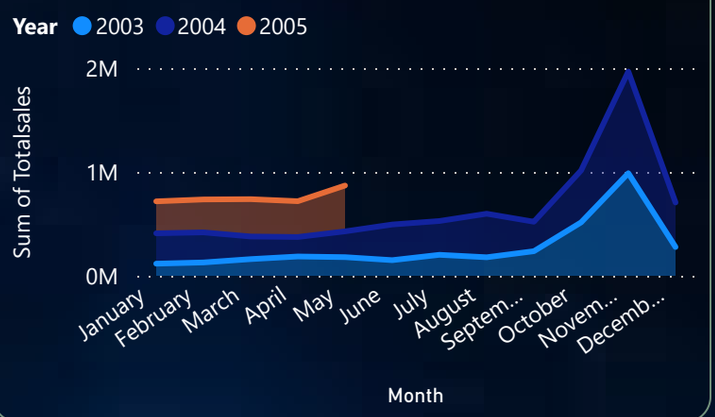
Total Sales And Total Profit Country Wise



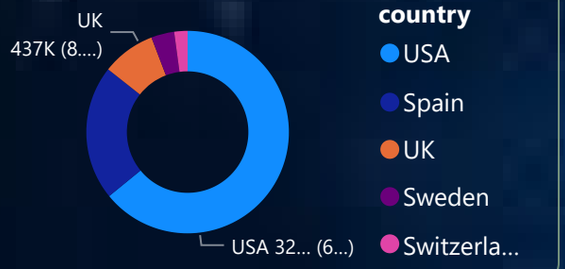
Total Sales By Product Category



Monthly Total Sales (YoY)

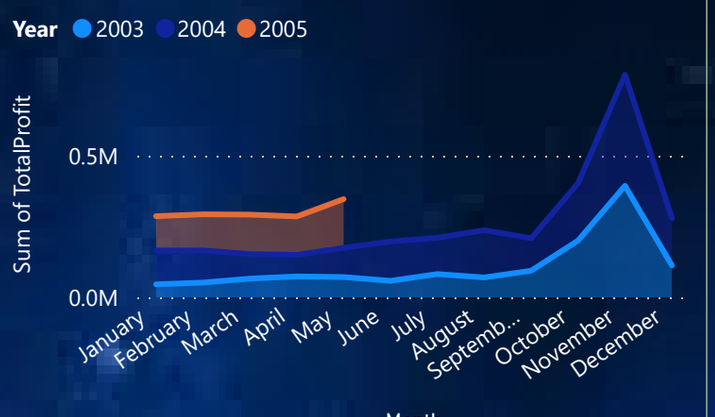


Top 5 Selling Country

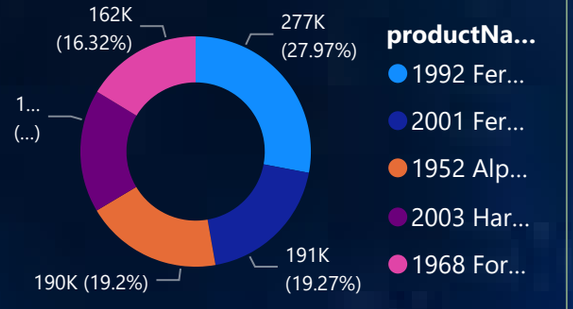


Total Profit By Product Category

Monthly Total Profit (YoY)



Top 5 Selling Products



Sum of TotalProfit by Year

INSIGHTS OF CLASSICMODELS DATASETS

1. Total Sales -

```
SELECT sum( quantityOrdered * priceEach ) AS total_sales FROM orderdetails;
```

Output:- total sales of products in Rupees.

	total_sales
▶	9604190.61

2. Country Wise Total Sales and Profit -

```
SELECT  C.country,
   SUM(OD.quantityOrdered * OD.priceEach) AS TotalSales,
   SUM((OD.quantityOrdered * OD.priceEach) - (P.buyPrice * OD.quantityOrdered))
As TotalProfit
FROM orders O
INNER JOIN customers C ON O.customerNumber = C.customerNumber
INNER  JOIN orderdetails OD ON O.orderNumber = OD.orderNumber
INNER JOIN products P ON OD.productCode = P.productCode
GROUP BY C.country;
```

Output:- The Output is Country wise Total sales and Country wise Total profit.

country	TotalSales	TotalProfit
France	1007374.02	413016.12
USA	3273280.05	1308815.59
Australia	562582.59	222207.18
Norway	270846.30	107649.34
Germany	196470.99	77505.70
Spain	1099389.09	440004.54
Sweden	187638.35	71915.92
Denmark	218994.92	85629.30
Singapore	263997.78	101782.55
Japan	167909.95	67848.06
Finland	295149.35	117239.33
UK	436947.44	172964.26
Ireland	49898.27	19588.29

3. Customers From Different Country -

```
SELECT customers.country, COUNT(customerName) as Number_Of_Customers

FROM customers

GROUP BY country

ORDER BY Number_Of_Customers DESC;
```

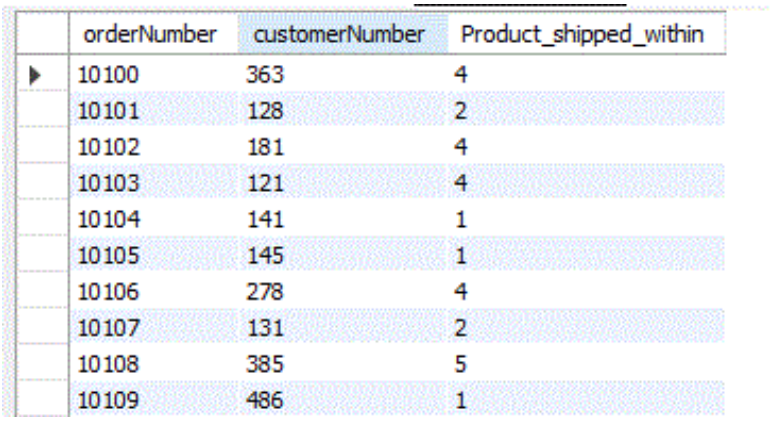
Output:- here we get customers from different countries.

country	Number_Of_Customers
USA	36
Germany	13
France	12
Spain	7
Australia	5
UK	5
Italy	4
New Zealand	4

4. Day Takes For Shipped The Product -

```
SELECT orderNumber,customerNumber,
   DATEDIFF(shippedDate, orderDate) AS Product_shipped_within
FROM orders;
```

Result :- here we can see that in how many days the product is shipped.



orderNumber	customerNumber	Product_shipped_within
10100	363	4
10101	128	2
10102	181	4
10103	121	4
10104	141	1
10105	145	1
10106	278	4
10107	131	2
10108	385	5
10109	486	1

5. Total Sales Of Company By Years -

```
SELECT YEAR(paymentDate) AS year, SUM(amount) AS total_amount
FROM payments
GROUP BY YEAR(paymentDate)
ORDER BY year;
```

Result:- we have seen that the sales were increased from the year 2003 to 2004 (i.e. $3.32M - $4.31M) and after that sales were decreased from 2004 to 2005 (i.e. $4.31M - $1.29M).

	year	total_amount
▶	2003	3250217.70
	2004	4313328.25
	2005	1290293.28

6. Number Of Products -

SELECT COUNT(productName) as Total_Product FROM products;

Output:-There we got the total 110 different products in database.

	Total_Product
▶	110

7. Total Product Quantity In Stocks -

SELECT SUM(quantityInStock) AS Qunatity_In_Stocks

FROM products;

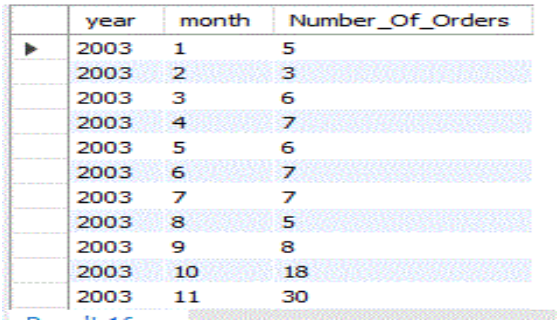
Output:- The sum of quantity in stock is 555K.

	Qunatity_In_Stocks
▶	555131

8. Monthly orders -

```
SELECT
   EXTRACT(YEAR FROM orderDate) AS year,
   EXTRACT(MONTH FROM orderDate) AS month,
   COUNT(*) AS Number_Of_Orders
FROM orders
GROUP BY
   EXTRACT(YEAR FROM orderDate),
   EXTRACT(MONTH FROM orderDate)
ORDER BY
   year, month;
```

Output:- we have each year and each month orders placed by customers.



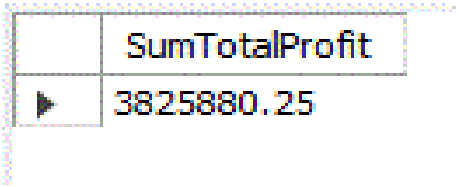
year	month	Number_Of_Orders
2003	1	5
2003	2	3
2003	3	6
2003	4	7
2003	5	6
2003	6	7
2003	7	7
2003	8	5
2003	9	8
2003	10	18
2003	11	30

9. Sum Of Total Profit -

```
SELECT
   SUM(TotalProfit) AS SumTotalProfit
FROM
   ( SELECT
      C.country,
```

```
        SUM(( OD.quantityOrdered * OD.priceEach ) - ( P.buyPrice *
    OD.quantityOrdered )) AS TotalProfit
      FROM
        orders O
      INNER JOIN
        customers C ON O.customerNumber = C.customerNumber
      INNER JOIN
        orderdetails OD ON O.orderNumber = OD.orderNumber
      INNER JOIN
        products P ON OD.productCode = P.productCode
      GROUP BY
        C.country ) AS Subquery;
```

Output:- Sum of total profit is $3.82M.



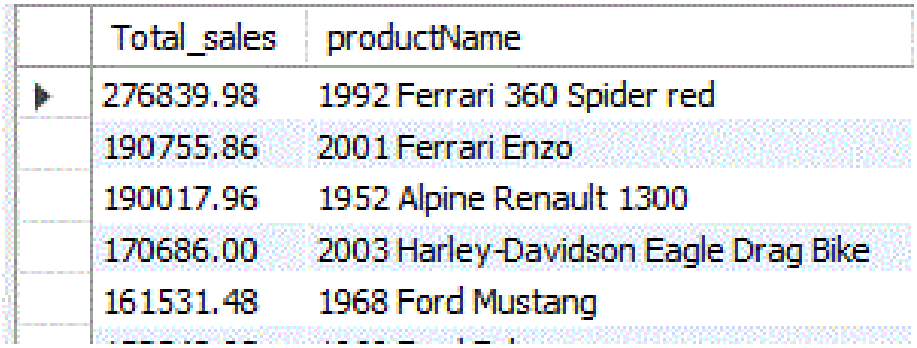
	SumTotalProfit
▶	3825880.25

10. Top 5 selling products -

```
    SELECT
            SUM( orderdetails.quantityOrdered * orderdetails.priceEach ) as Total_sales,
    products.productName
    FROM
          orderdetails
    INNER JOIN
```

```
        products ON
            orderdetails.productCode = products.productCode
GROUP BY
        products.productName
ORDER BY
        Total_sales DESC;
```

Output:-Here we get Top 5 selling products.



Total_sales	productName
276839.98	1992 Ferrari 360 Spider red
190755.86	2001 Ferrari Enzo
190017.96	1952 Alpine Renault 1300
170686.00	2003 Harley-Davidson Eagle Drag Bike
161531.48	1968 Ford Mustang

11.Top 5 selling Country -

```
SELECT
    SUM( orderdetails.quantityOrdered * orderdetails.priceEach ) AS Total_Sales,
customers.country
FROM
    orderdetails
INNER JOIN
    orders ON
        orderdetails.orderNumber = orders.orderNumber
INNER JOIN
```

```
    customers ON
        orders.customerNumber = customers.customerNumber
GROUP BY
    customers.country
ORDER BY
    Total_Sales DESC
LIMIT 5;
```

Output:- Here we got Top 5 selling Country.

	Total_Sales	country
▶	3273280.05	USA
	1099389.09	Spain
	1007374.02	France
	562582.59	Australia
	476847.01	New Zealand

12. Total sales by product category -

```
SELECT products.productLine,
    sum( orderdetails.quantityOrdered * orderdetails.priceEach ) as
Total_Sales
FROM products
INNER JOIN orderdetails ON
    products.productCode = orderdetails.productCode
GROUP BY
    products.productLine
ORDER BY
```

Total_sales DESC;

Output:-Here we got total sales by product category.

productLine	Total_Sales
Classic Cars	3853922.49
Vintage Cars	1797559.63
Motorcycles	1121426.12
Trucks and Buses	1024113.57
Planes	954637.54
Ships	663998.34
Trains	188532.92

13. Total profit by product category -

```
SELECT products.productLine, SUM( orderdetails.quantityOrdered * (
orderdetails.priceEach - products.buyPrice )) AS Total_Profit
FROM products
INNER JOIN orderdetails ON
    products.productCode = orderdetails.productCode
GROUP BY
    products.productLine
ORDER BY
    Total_Profit DESC;
```

Output:- Here we got total profit by product category.

productLine	Total_Profit
Classic Cars	1526212.20
Vintage Cars	737268.33
Motorcycles	469255.30
Trucks and Buses	400553.22
Planes	365960.71
Ships	261289.47
Trains	65341.02

Summary

1. The United States (USA) achieved the highest total sales with customers count of 36, the highest among all countries, amounting to $3.3 million. This indicates that the USA generated the most revenue from product sales compared to any other country. Additionally, the highest total profit among all countries was $1.3 million. This means that the company earned the most profit after considering expenses and costs in the country associated with this figure.

2. The USA has 36 customers, showing a significant customer presence. Germany has 13 customers, a substantial but smaller base. France has 12 customers, indicating a notable presence. Spain has 7 customers, somewhat smaller but still significant. These numbers reveal customer distribution among countries, indicating market strength and growth potential. The company should use this data to tailor marketing and sales strategies for different locations effectively.

3. The total sales of $9.6 million represents the cumulative revenue generated from all products or services within a specified timeframe. This figure is a key financial metric that reflects the company's performance in terms of generating income. It can be used to assess business growth, profitability, and overall financial health.

4. The total profit for the company amounts to $3.8 million. This figure represents the overall earnings that the company has generated after considering all expenses and costs. Total profit is a critical financial metric that reflects the company's ability to operate profitably and sustain its business.

5. The average time it takes to ship a product is 4 days. This means, on average, it takes the company approximately 4 days from the order date to ship a product to the customer. This metric can be important for evaluating order fulfilment efficiency and meeting customer expectations for delivery times.

6. There are 555k plus units of products currently available in stock. This figure represents the total quantity of products that the company has in hand and available for sale. Managing stock levels effectively is crucial to meet customer demand and ensure smooth operations.

7. The company's total sales for the year 2003 amounted to $3.2 million. In 2004, the total sales significantly increased to $4.3 million. However, in 2005, there was a noticeable decline in total sales, which dropped to $1.3 million. These figures provide a clear snapshot of the company's sales performance over these three years. The increase from

2003 to 2004 suggests growth, but the subsequent decrease in 2005 indicates a decline in sales.

8. Among the three years (2003 to 2005), November stands out as the month with the highest sales and profit. This suggests that November consistently performs well in terms of both generating revenue (sales) and earning profit for the company across these years.

9. The total selling price for the product "1992 Ferrari 360 Spider red" is $276,839.98. This product holds the crown of being one of the top-selling items among all products, indicating its popularity and success in generating revenue for the company.

10. The product category "Classic Cars" is the top-selling category. The total selling price for products in the "Classic Cars" category is $3,853,922.49. This category has demonstrated significant sales success, making it a prominent contributor to the company's revenue.

11. The product category "Classic Cars" is the top-profitable category. The total profit generated from products in the "Classic Cars" category is $1,526,212.20. This category not only has high sales but also delivers substantial profitability, making it a key contributor to the company's overall financial success.