**PROJECT TITLE: GOSALES ANALYTICS AND OPTIMIZATION**

**Primary Keys (PK)**

1. **go\_products**: Product number
2. **go\_retailers**: Retailer code
3. **go\_methods**: Order method code
4. **go\_daily\_sales**: Composite key (Retailer code, Product number, Order method code, Date)
5. **go\_1k**: Composite key (Retailer code, Product number, Date)

**Foreign Keys (FK)**

1. **go\_daily\_sales**:
   * Retailer code (references Retailer code in go\_retailers)
   * Product number (references Product number in go\_products)
   * Order method code (references Order method code in go\_methods)
2. **go\_1k**:
   * Retailer code (references Retailer code in go\_retailers)
   * Product number (references Product number in go\_products)

**SUMMARY REPORTS WITH KEY INSIGHTS ON SALES AND INVENTORY**

**1. Order Method Performance**

* **Revenue Leaders**:  
  The order method type generating the highest **total revenue** (e.g., online sales) indicates the most financially valuable channel. For instance, online platforms often attract higher-value purchases due to features like wider product ranges, ease of comparison, and frequent promotions.
* **Volume Drivers**:  
  The order method type contributing the highest **total quantity sold** provides insights into customer behaviour. For example:
  + If in-store purchases dominate in terms of quantity, it could suggest high foot traffic but lower average spending per transaction.
  + Conversely, phone orders might show lower quantities but higher-value purchases, possibly reflecting more personalized or bulk buying.

**2. Customer Behaviour and Preferences**

* **Convenience vs. Traditional Methods**:  
  Customers choosing **online order methods** likely prefer convenience and speed, while those relying on **phone orders** may need assistance or a more personal touch. This highlights potential target demographics:
  + Younger, tech-savvy customers may prefer online ordering.
  + Older or less tech-savvy customers may still favor phone or in-store options.

**3. Strategic Resource Allocation**

* **High Revenue Channels**:  
  Since online methods drive the most revenue, the business should focus resources on enhancing the user experience for digital platforms, such as improving website/app speed, usability, and customer service.