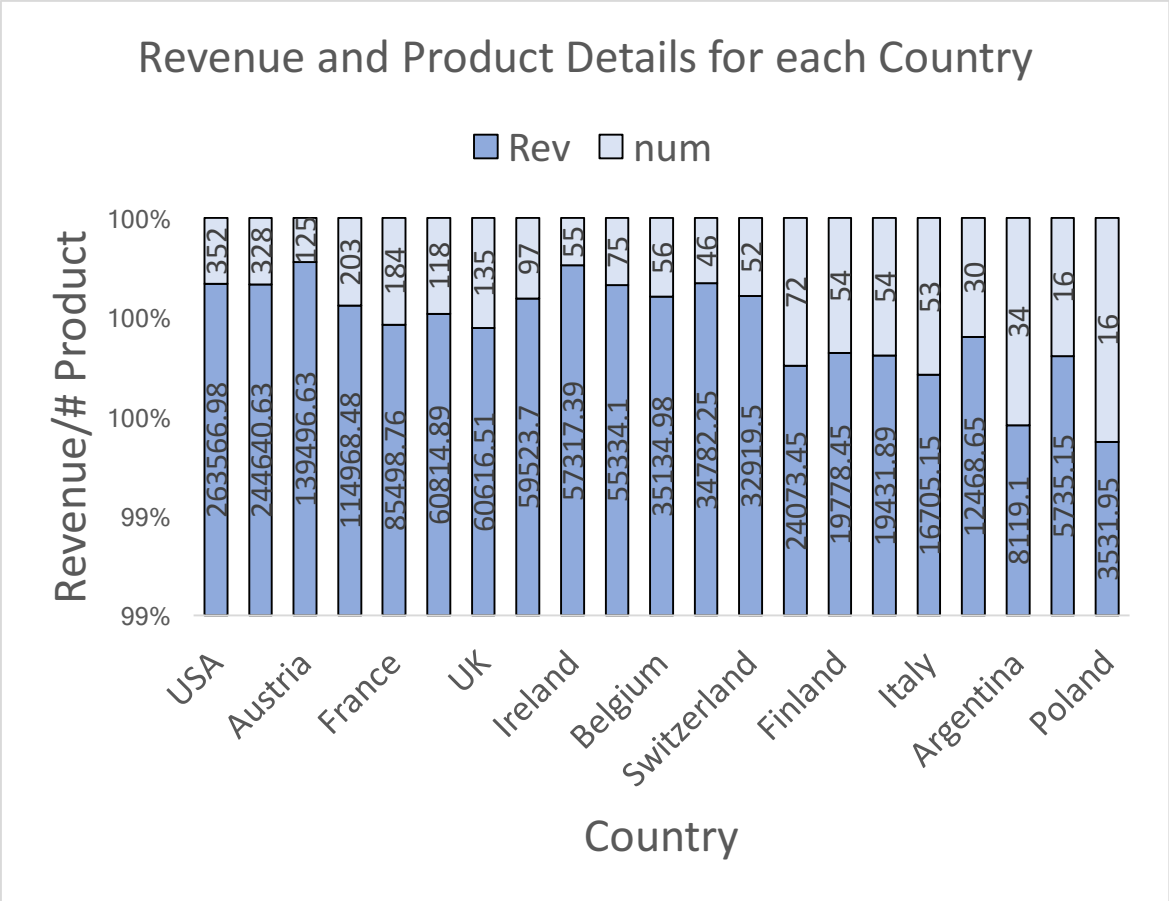
CREATE REPORT FROM DATASET

Question1. Where are my customers located?

REVENUE AND PRODUCT DETAILS FOR EACH COUNTRY



SQL QUERY

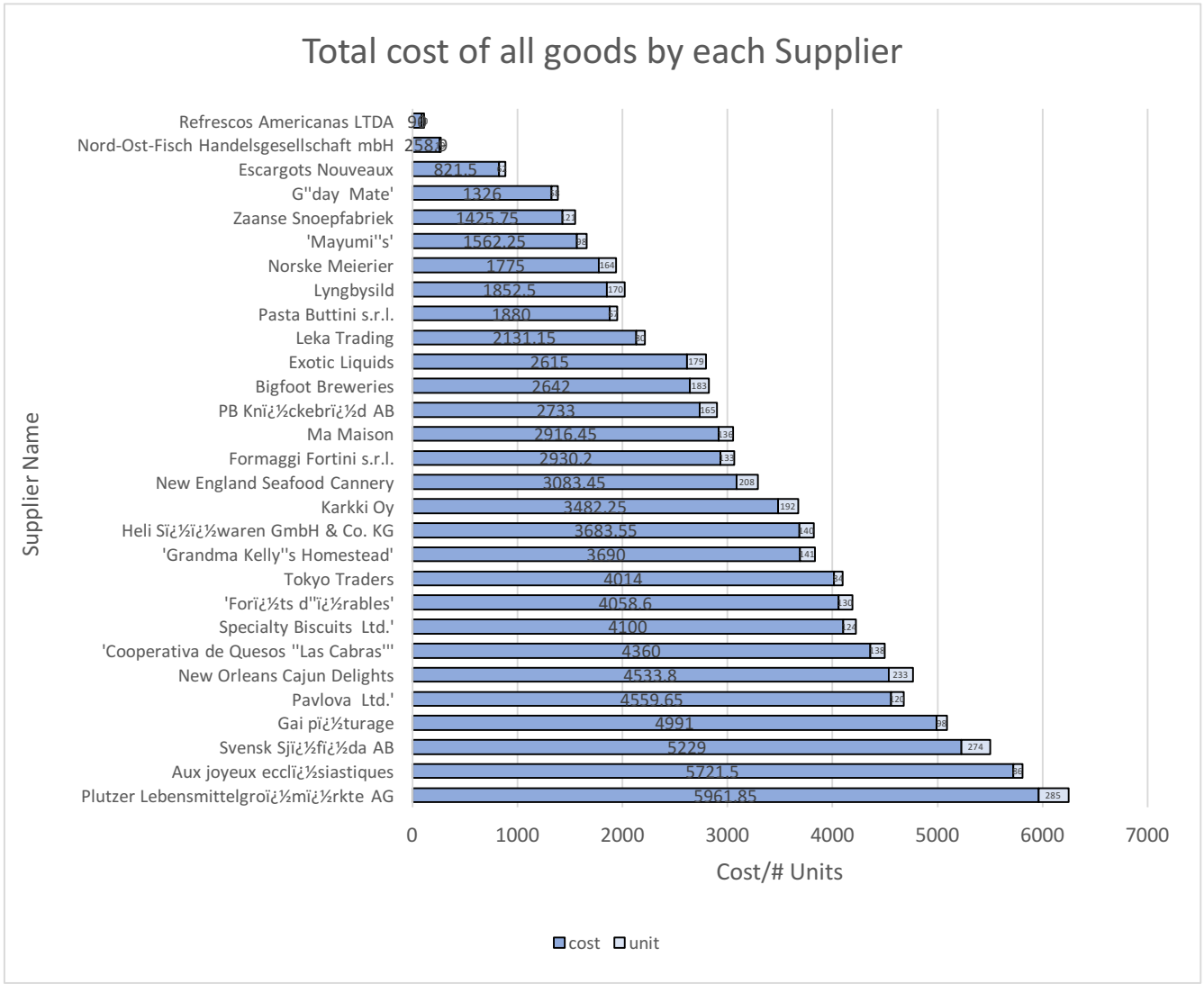
```
SELECT Customers.Country, Products.ProductName,
SUM(OrderDetails.UnitPrice*OrderDetails.Quantity) as Rev,
Count(*) as num
FROM Customers
JOIN Orders ON
   Customers.CustomerID=Orders.CustomerID
JOIN OrderDetails ON
   OrderDetails.OrderID =Orders.OrderID
JOIN Products ON
   Products.ProductID=OrderDetails.ProductID
JOIN Suppliers ON
   Suppliers.SupplierID=Products.SupplierID
GROUP BY Customers.Country ORDER BY Rev desc;
```

EXPLAINATION

The above chart shows the Total Revenue details of all the countries along with the total number of products in each country. We can note that USA and Germany have the highest Revenue as well the number of Products among all the countries.

Question2. What companies supply the majority of the products I sell?

TOTAL COST OF ALL THE GOOD BY EACH SUPPLIER



SQL QUERY

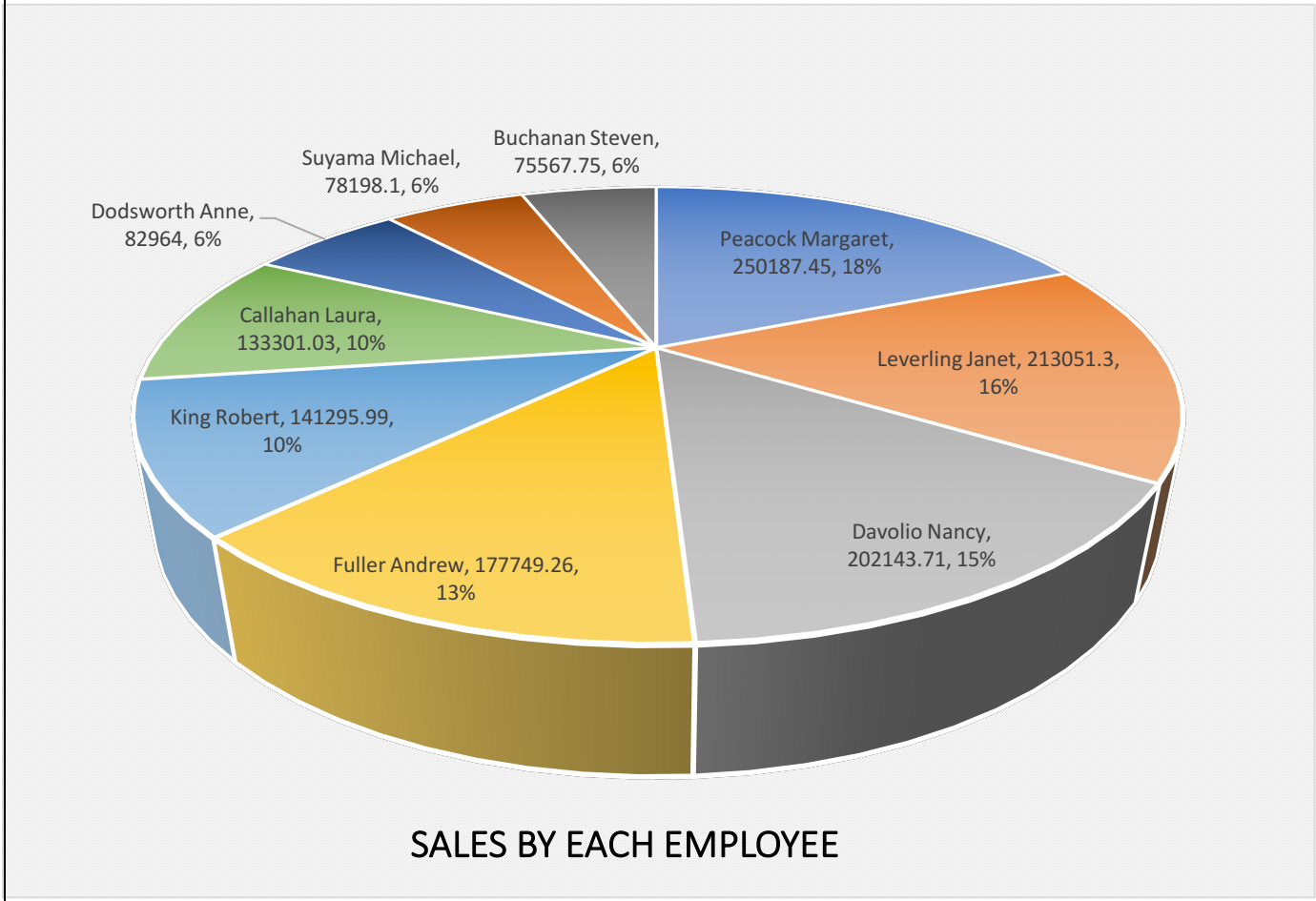
```
SELECT companyName,
SUM((unitsinstock+unitsonorder)*products.unitprice)
as cost, SUM(unitsinstock+unitsonorder) as unit
FROM products
JOIN suppliers ON
        products.supplierid=suppliers.supplierid
GROUP BY companyName ORDER BY cost DESC;
```

EXPLAINATION

The above graph shows the total cost of all the goods and number of goods by each supplier. We can see that the highest number of goods are produced by Plutzer and also the highest revenue is generated by Plutzer whereas, he least revenue and number of goods are produced by Refrescos Americanas.

Question3. Who are my highest performing employees?

SALES BY EACH EMPLOYEE



SQL QUERY

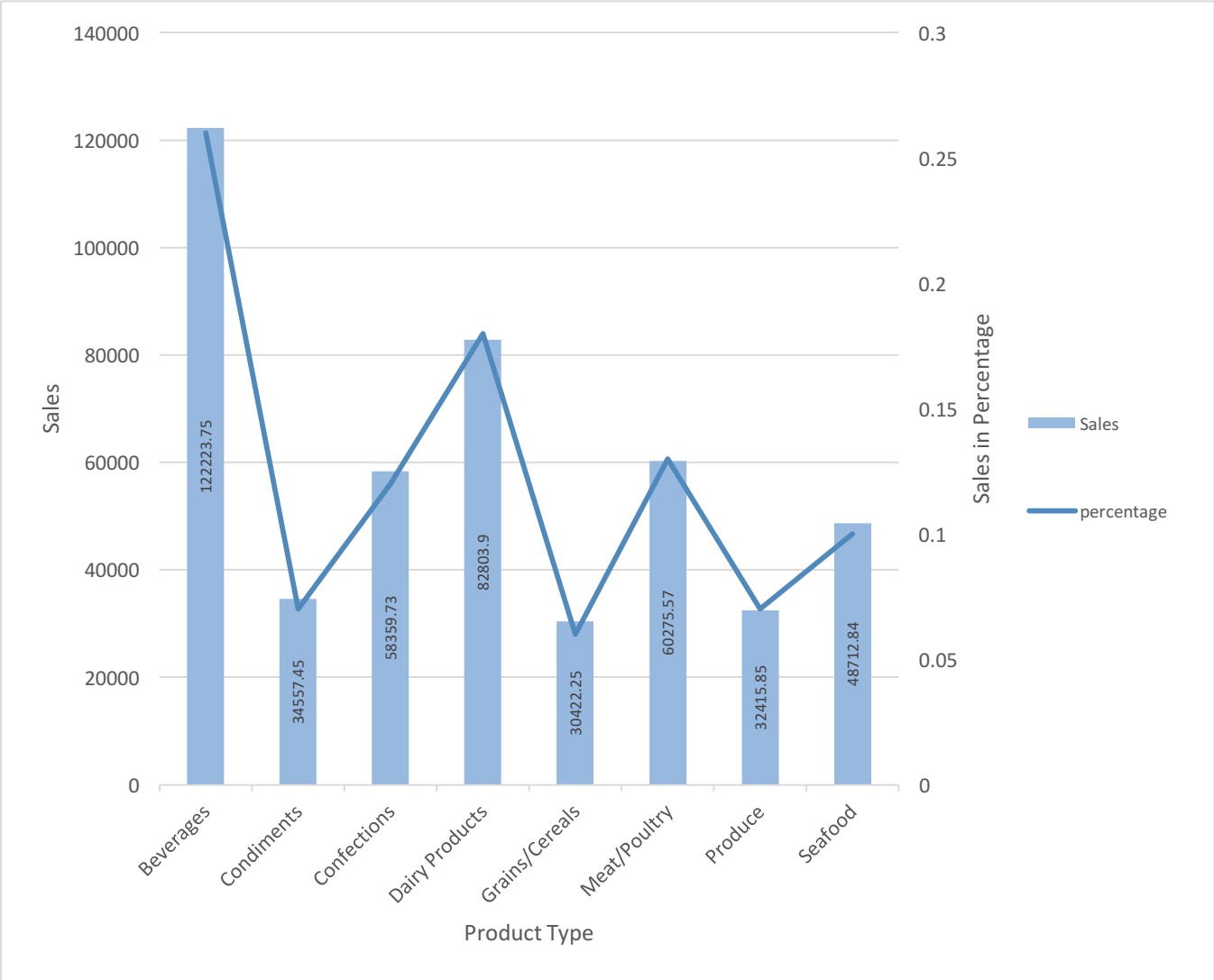
```
SELECT employees.employeeID, LastName,
FirstName, Title, City,  sum(unitPrice*Quantity) as
Sales
FROM orderdetails
JOIN orders ON
orderdetails.orderid=orders.orderid
JOIN employees ON
orders.employeeid=employees.employeeid
GROUP BY LastName ORDER BY Sales DESC;
```

EXPLAINATION

As we can see from the above pie-chart, the highest performing employee is Margaret Peacock with $250,187 in sales which accounts for 18% of the total sales by all the employees.

Question4. What products are growing in terms of sales?

PRODUCT SALES



SQL QUERY

```
SELECT Categories.CategoryName,
sum(OrderDetails.UnitPrice*OrderDetails.Quantity)
as Sales,
strftime('%Y', OrderDate) as Year
FROM Categories JOIN Products ON
categories.categoryid=products.categoryid
JOIN OrderDetails ON
products.productid=orderdetails.productid
JOIN Orders ON orderdetails.orderid=orders.orderic
and year='2016',
(SELECT
SUM(orderdetails.unitprice*orderdetails.quantity) as
AnnSales, strftime('%Y', OrderDate) as yr
FROM orders
JOIN orderdetails ON
      orderdetails.orderid=orders.orderid and
yr='2016'
GROUP BY yr) ann
GROUP BY categoryname ORDER BY
categoryname;
```

EXPLAINATION

As we can see from the above graph that the Beverages have the maximum sales which comprise of 0.26% of the total sales whereas, the Grains and Cereals have the lowest sales which is 0.06% of the total sales.