

# **SQL PROJECT 1: UNDERSTANDING CUSTOMERS**

Customer analysis using the Northwind  
sample Database

Sailakshmi Kumili | Data Analyst

# BUSINESS QUESTION

- Who are our customers, and where do they come from ?
- Understanding customer geographic distribution to support business decision.

# UNDERSTANDING THE DATA

- To answer the business question, we use the Customers table from the Northwind database.
- This table contains customer-level information that helps identify where customers are located.
- Key columns used:
  - CustomerName - Name of the customer company
  - City - City where the customer is located
  - Country – Country where the customer operates

# SQL EXPLORATION

- Before performing analysis, the Customers table was explored to understand the available fields and data structure.
- This initial step helped identify relevant columns for geographic analysis and ensured the data was suitable for answering the business question.

## **ANALYSIS : CUSTOMERS BY COUNTRY**

**(GROUP BY, COUNT, ORDER BY)**

- Customers were grouped by country to understand geographic distribution.
- The analysis shows that customer presence is concentrated in a few key countries, while several regions have a smaller customer base.
- Key Observation
  - USA, France, and Germany have the highest number of customers
  - Brazil also shows a strong customer presence
  - Several countries have only one or two customers

# RANKING COUNTRIES BY CUSTOMER COUNT (ORDER BY)

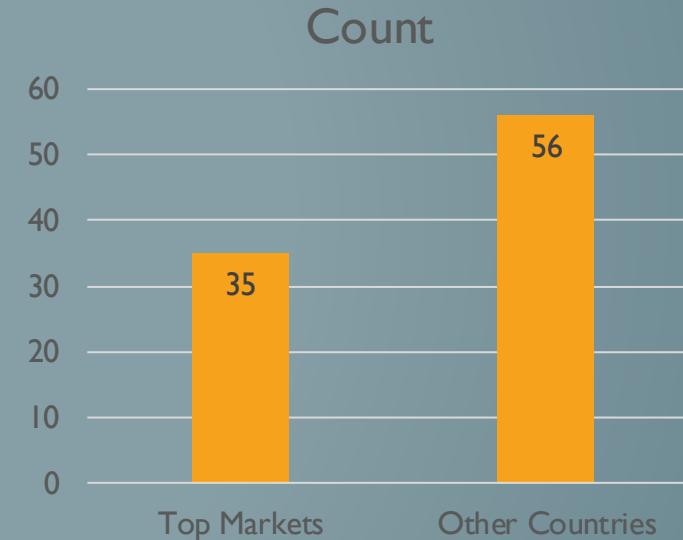
## Business Question:

Which countries should be prioritized based on customer volume?

- Key Insights
  - USA should be the top priority with the highest customer count (13 customers)
  - France and Germany are the next highest customer count(11 customer each), showing strong European demand.
  - Brazil has 9 customers with clear growth potential.
  - Countries with low customer counts (1-2 customers) should be lower priority or targeted with selective strategies.

# TOP MARKETS VS OTHER COUNTRIES (CUSTOMER CONCENTRATION ANALYSIS)

- Objective
  - Analyze whether a small number of countries contribute the majority of customers.
- Approach
  - Customers were grouped into Top Markets (USA, France, Germany) and Other Countries to understand geographic concentration and distribution.
  - Nearly 40% of customers come from just three countries, highlighting strong geographic concentration in key markets.



# BUSINESS INSIGHTS & IMPLICATIONS

- **Key Insight**
  - Customer distribution is geographically concentrated, with nearly 40% of customers coming from just three countries (USA, France, Germany), while the remaining customers are spread across multiple regions.
- **Business Implications**
  - Top Markets represent high-impact regions for customer engagement and growth.
  - Other Countries form a long-tail distribution, offering selective expansion opportunities.
  - Dependence on a few regions may introduce regional risk.

# APPENDIX - (SQL LOGIC)

```
SELECT  
CASE  
WHEN Country IN ('USA', 'France', 'Germany') THEN 'Top Markets'  
ELSE 'Other Countries'  
END AS Market_Group,  
COUNT(*) AS Customer_Count  
FROM Northwind.dbo.Customers  
GROUP BY  
CASE  
WHEN Country IN ('USA', 'France', 'Germany') THEN 'Top Markets'  
ELSE 'Other Countries'  
END;
```